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Fall
2003



Carleton
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10 Cover story

Brand new

Carleton is among a growing number of Canadian universities who are competing for the best and the brightest students, and private support by trademarking their story. In our cover article, we examine the issue of branding Carleton as Canada's Capital University.

By Emile Groat

Upfront 8

Higher learning

Like many Canadian universities, Carleton considers research to be an integral component of its identity. But has the expansion of research activities outstripped the significance of providing undergraduate students with a well-rounded education experience?

By Cindy Robinson

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Campus confidential

Forgotten what it's like to be a student? Take a look into the world of first-year journalism student Robyn Walker. Apart from enrolling in courses and getting to know the campus, Walker is keeping a personal journal about what it's like to be part of Carleton's double cohort.

By Robyn Walker

A perfect storm

Economic downturn. Terrorism. An unpopular position on war in Iraq. SARS. Mad cow. Wide-spread hydro failure. Can Canada's tourism industry weather this storm? Doug Fyfe, BA/69, interim president of the Canadian Tourism Commission explains what will be required to revitalize the nation's tourism industry.

By Peter Johansen

Campus life 16

Virtual revolution

Walk into any building on Carleton's campus and chances are you will see state-of-the-art computer systems and technological infrastructure that are virtually changing campus life. Marlene Orton recently surveyed Carleton's high-tech landscape to find a number of projects that are revolutionizing the academic experience.

By Marlene Orton

Alumni news 24

Manley's our man

The distinguished career of John Manley, BA/71, has earned him the respect and admiration of many, including the Carleton University Alumni Association. In recognition of his contributions to public service, the association is honouring Manley with the 2003 A.D. Dunton Alumni Award of Distinction.

By Ryan Davies

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Carleton
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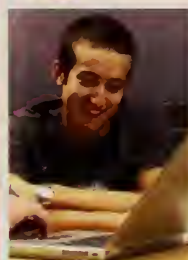
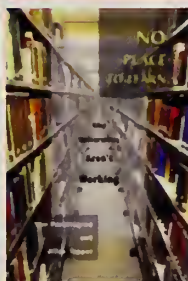
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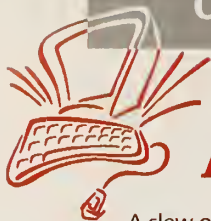
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the many ways
it has shaped our lives



An elegant grid layout and tagline, Canada's Capital University, are part of Carleton's brand new visual identity.





And the winners are...

A slew of entries and a lot of great alumni advice is the result of *Carleton University Magazine's* 2003 "Alumni Advice Contest." After much deliberation, the judges selected Lorna Loomis, BA/77, BAHons/03, and Dan Sills, BA/79, as the lucky contest winners.

"I think it's important that students be well prepared for every aspect of university life," Loomis says, noting that students should familiarize themselves with the library early in their academic careers. "It's important that they make their lives as easy and stress-free as possible so they can focus on their learning."

Sills suggests that good mental health and academic success stem from a healthy lifestyle, and advises that a little regular exercise can make students smarter and less stressed.

"The best thing you can do as you begin your studies at Carleton is start a fitness program at the physical recreation centre," he says.

Loomis and Sills will each receive a 10-karat class ring, sponsored by Jostens Canada, for their great advice to incoming students. Thanks to everyone who participated in the contest. Visit magazine.carleton.ca to read all of the contest entries.



Join the Debate

CU Magazine Interactive Poll

Have your say on hot topics in higher education. See page 9 for our latest question. Enter your vote online at: magazine.carleton.ca

Spring 2003 Poll Results

Q: Do today's students face higher levels of stress than previous generations?

Latest results . . .

yes (80.0%)

no (20.0%)

On campus online



From left: Shinerama coordinator Tomi Obembe, and student leaders Carole Saab and Kimberly Bryce, present a cheque for \$80,001.50 to Nadine Redman, president, Ottawa chapter, Cystic Fibrosis Foundation.

A shining success

The city of Ottawa became a little brighter on September 5, 2003, when first-year Carleton students shined shoes, windows, glasses and other objects to raise money in the annual Shinerama fundraiser for Cystic Fibrosis. More than 1,000 students raised an impressive \$80,000 for the charity.

Volunteers from the alumni association's Ottawa branch participated at a pre-event rally where they buoyed the shiner's spirits with a donation of \$1,000.

Since 1984, Carleton students have raised more than \$850,000 for the Cystic Fibrosis Foundation.

Visit carleton.ca/duc/newsrels/shine-03.html to read the news release.

Survey says...

You like us! You really, really like us! The first-ever *Carleton University Magazine* online survey was a big success — 47 percent of respondents said the magazine's new look is a major improvement, while 71 percent say the articles are just the right length. Plus, check out what our readers are saying:

"I love the magazine! It makes me feel proud and fortunate to know I received my university education from such a vital institution."

"The spring 2003 issue is excellent. There are some great contests and the editor is always seeking insight from alumni to pass on to the current generation of students."

Thank you for sharing your ideas. Visit magazine.carleton.ca to participate in our latest survey.

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\$1.9 million for two new chairs

He wants to enable robots of the future; she studies ancient Aboriginal art.

While Peter Xiaoping Liu and Ruth Phillips couldn't be further apart in their chosen fields, the two Carleton faculty members now have a title in common: Canada Research Chair.

Liu and Phillips were named Carleton's latest research chairs in late June when the university was awarded \$1.9 million in new research funds.

Visit carleton.ca/duc/newsrels/crc-june03.html for the full news release.



Peter Liu

Photo: Evan Annett

New media leader

Michael Jemtrud, an assistant professor in Carleton's school of architecture, was recognized as one of the country's new media leaders at the annual Canadian new media awards ceremony held in Toronto this past summer.

One of five finalists in the educator of the year category, Jemtrud was acknowledged for actively promoting new media in the classroom and the workplace.

"I am pleased to be a finalist," says Jemtrud. "It is encouraging as it would seem the industry is recognizing a broad base of disciplines contributing to this area of cultural significance."

Visit cnma.ca/finalists.html for more information.



Michael Jemtrud

Photo: Gregory Abraszko

Historic signing

Carleton's president Richard Van Loon signed an historic five-year agreement with officials from the University of Arizona in an on-campus ceremony this past August. The agreement allows for future collaboration on research projects, and will facilitate faculty and student exchanges between the two institutions.

"This memorandum of understanding is a groundbreaking agreement between the two universities," says Van Loon. "It signifies an ongoing relationship that will lead to an important exchange of research, faculty and students in all disciplines."

"The University of Arizona thrives on international collaboration," says Dick Powell, vice-president of research and graduate studies at the University of Arizona. "This agreement complements the growing commercial relationships between Ottawa and Tucson, ensuring our regions stay at the forefront of research and technology."

Initial projects will focus on photonics as both institutions conduct leading edge research in this field.

Visit carleton.ca/duc/newsrels/arizona.html for the news release.



Dick Powell, left, of the University of Arizona, signs a memorandum of understanding with Carleton president Richard Van Loon.

Parting tributes

The school of journalism and communication bid a fond farewell to four retiring faculty members at an on-campus reception this past summer.

Roger Bird, Lionel Lumb, Vinny Mosco and Dan Pottier were feted for their dedicated service to Carleton students, and their contributions to the field of journalism.

As a tribute to the quartet, members of the school wrote brief reflections on the impact Bird, Lumb, Mosco and Pottier have had on the university, and why they will be missed.

Visit magazine.carleton.ca for more.

Remarkable research

Two Carleton researchers have been awarded more than \$464,000 from the Canada Foundation for Innovation (CFI).

John Rogers, assistant professor of electrical engineering, received \$269,529 to fund laboratory research into miniaturizing radio circuits for cell phones, pagers, and wireless local area networks.

Heng Khoo, an assistant professor in the department of civil and environmental engineering, will use his \$194,647-grant to test numerical modelling techniques aimed at improving Canada's infrastructure of buildings, pipelines and bridges.

"The two Carleton grants are part of the ongoing remarkable research story at Carleton University," says Feridun Hamdullahpur, vice-president (research and international).

For the full news release please go to carleton.ca/duc/newsrels/cfi-june03.html.

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Magazine Mission Statement

Carleton University Magazine is published by the university three times a year for the university's alumni, faculty, staff and friends. The magazine is the university's primary vehicle for providing information on the accomplishments of alumni, faculty and students, and on significant issues and developments within the university community and the alumni association. The magazine is distributed to 65,000 alumni worldwide.

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From the top

Canada's Capital University. What does that mean and why did Carleton choose it as an integral part of our identification?

There are two reasons why we chose to describe ourselves this way. First, to emphasize our intention to be at the very top among Canada's universities, and second, to indicate our location, and emphasize our ties with our city and national capital.

Capital is a word with many meanings. One is *excellent* or *first rate*. Canada has several excellent universities and it is our intention to be at the top among them. Already we rank third in research funding among comprehensive universities (which are universities with a broad array of programs but without medical or law schools). Our graduate programs are the second largest, and we think better, than any other university in our group.

We have the largest array of high-tech programs in Canada and many of the best

in areas such as wireless and photonics. We have a student body of which we are very proud. We won two national athletics championships in 2003. We still have some way to go before we are recognized as the best, but we will get there.

Capital also refers to Ottawa, our national capital. We use it in that sense because Carleton is very much an integral part of both our local and our national community. Carleton is the only university in Canada founded by its own community, Ottawa, without the support of either church or state.

Carleton's schools of journalism, public administration and international affairs were the first in Canada and still lead their particular academic areas. In a recent London School of Economics survey of 200 international universities, Carleton's political science department ranks 64th in the world. The Arthur Kroeger College and its degree in public affairs and policy management is new, unique and highly successful. We have the only faculty of public affairs and management in Canada. More Carleton graduates are foreign service officers than graduates from all other universities. Truly we are in and of the nation's capital.

So no matter which way one looks at it, Carleton University really is Canada's Capital University. It's a description we can all use with pride.



Richard Van Loon
President, Carleton University

Photo: Mike Pinder



Author, author

Carleton University counts among its alumni and faculty many prominent writers and publishers. In an upcoming issue of *Carleton University Magazine*, we'd like to highlight members of the Carleton community who are making a mark on the literary scene. Please send suggestions for story ideas, profiles and features to cindy_robinson@carleton.ca.



Photo: Natasha Moine

Nancy Lewis, left, and Cindy Robinson

Carleton University Magazine is a dramatically different publication today than it was when I was first appointed editor. We've refined our format, diversified our coverage and polished our image — we've even gone digital with an award-winning online edition.

Now, after more than four years, I'm stepping up to a new challenge at Carleton as director of alumni services. I have the privilege of leading an amazing team of professionals and alumni volunteers as we forge ahead with dynamic new programs, services and opportunities for graduates to stay connected with Carleton. The magazine is just one part of what we have planned for you.

I'll miss writing about the university and its graduates, of course. I've often likened the publishing of a magazine to the process of giving birth to a child. Those final agonizing hours of editing, proofing and checking for accuracy can be painstakingly slow. Yet, when the final "product" is delivered, it's always worth the effort. Working on the magazine really has been a labour of love for me.

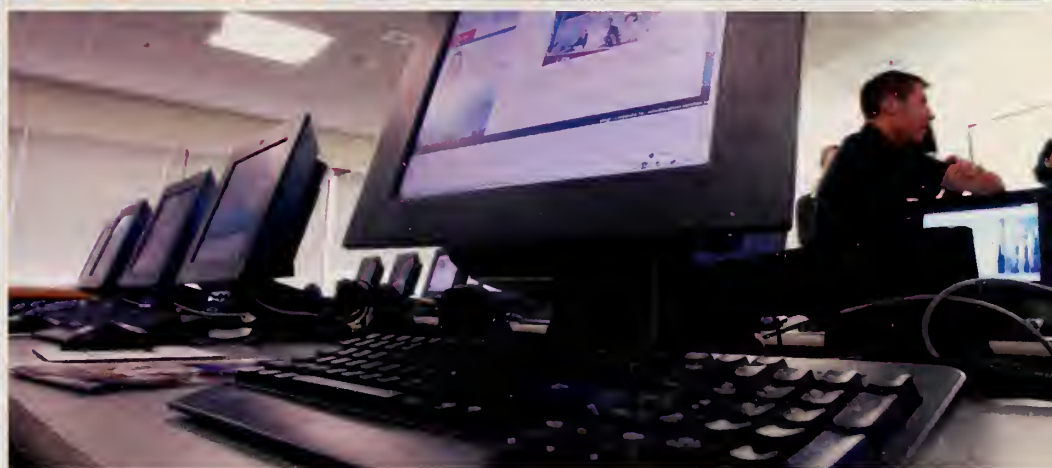
I now have the great pleasure of officially passing the title role on to my colleague — and your new editor — Cindy Robinson, MA/98. Together, we look forward to producing a magazine that continues to engage and surprise you with many more great stories in the years to come.



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Rez review

I was just looking through *Carleton University Magazine* and noticed that the caption for the picture of two people in a residence room incorrectly states that there are eight residences. With the construction of Prescott House, there are now nine.

It's a great magazine and I have enjoyed reading it.

Rosalyn Laiken
Ottawa



Architect's rendering of the new Prescott House.

Dissenting opinion

The article *Spirit of Dissent* in the spring edition speaks volumes about the fashionable dissent that was on campus in the past and is apparent now. Carleton professor Randal Marlin discusses the latest trendy causes, including the usual safe shot at profit-maximizing corporate practices. Who would want to own stock in a company that didn't apply profit-maximizing practices, provided that they were following all other laws pertaining to their operations? I look forward to the day when the sock and sandal set show some real love of democracy.

Leigh U. Smith, BMus/78
Burnaby, British Columbia



Ottawa students protesting the Iraqi war, 2003.

Online all the time

I was just browsing through the most recent magazine, and I wanted to commend you on an excellent publication. I would also like to know if it is available online.

Nancy Warren, BJ/81
Kanata, Ontario

Editor's note: Visit magazine.carleton.ca to post your Class Acts submissions, send a letter to the editor, vote in polls, and much more.

Bronze bravado

The Canadian men's national development basketball team, including Carleton Ravens Josh Poirer and Rob Smart, captured the bronze medal on the final day of competition of the 2003 Summer Universiade in Korea, hanging on for an 82-80 victory over defending silver medallist China.

Smart played almost 24 minutes and scored 10 points. Poirer played almost 10 minutes and scored three points.

Congratulations to the lads for recovering from the 71-55 semifinal loss to gold medallists Serbia and Montenegro (who defeated Russia in the gold medal game).

Dave Loney, BA/79
Kanata, Ontario

Stressed out students

Harsh decisions made in the public sector have created economic barriers to education that are far more daunting than they were just 10 years ago. Since the Ontario provincial Conservative government was initially elected in 1995, tuition fees have skyrocketed by 65 percent.

This puts an exorbitant amount of pressure on today's full-time student. Furthermore, students now have to worry about surviving — and not just from an academic standpoint. Paying the bills and feeding themselves are now greater concerns considering that funds are scarcer than ever.

University life remains one of the most fruitful experiences for a young adult, but the increased financial responsibilities make it more difficult to absorb all the enjoyment that's available.

Fred T. Perel, BA/94
Kingston, Ontario

Love letter

I just love the magazine! It is informative, well-written, and brings back memories from my time at Carleton. Keep up the great work!

Jennie M. Berkeley, BA/02
Windsor, Ontario

Fencing fan

David and Patti Howes both deserve so much credit for their dedication to fencing — which has had a major impact on the sport in Manitoba. They deserve the recognition your article gives them.

We regret that Patti and Dave have moved on, and it has affected many of us in the Lightning Fencing Club profoundly. We all wish them well in their new home in Ontario, and we will certainly maintain ties with them.

Thank you for writing this fine article. I am glad I could be a part of it in a small way.

Alan McCracken
Winnipeg, Manitoba

Editor's note: Alan McCracken worked with David and Patti Howes at the Lightning Fencing Club, and supplied photos for the article that appeared in the spring 2003 issue.



David and Patti Howes



Fact Check

In the last issue of *Carleton University Magazine*, Nicola Luksic, second from right, was incorrectly identified as Myriam Laverdure. We apologize for the error.

Carleton University Magazine welcomes the submission of letters by its readers. Send letters to: cindy_robinson@carleton.ca

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By Aileen McCabe

Don McGillivray was an amazingly literate man.

He could finish the Shakespeare quote that was on the tip of your tongue. He could pull out one of the thousands and thousands of books he surrounded himself with and instantly find the reference you needed from the Bible, Mark Twain, Shaw, Browning or Eliot. For the correspondents in the Southam News Ottawa bureau, he was a personal, interactive resource library.

For nearly two decades, McGillivray was one of Canada's premier columnists. For so many readers of the *Financial Times* and Southam papers across the country, he brought the common sense of his prairie dust bowl roots to the business pages. The economics of running this country were not a mystery to him and he considered his job was to make sure his readers understood them, too.

How well he succeeded is evidenced by the national business awards he won in 1977, 1979, and 1984. He was runner-up for the prize in 1978 and 1983. But the recognition McGillivray valued most was the plain English award he once received from the Canadian Council of Teachers of English.

McGillivray led a double life as a journalist. He was an educator as well as an ink-stained wretch. And he mingled his two professions joyfully, trooping a steady stream of journalism student-interns through the Southam Ottawa bureau.

At Concordia in Montreal, and later at Carleton University in Ottawa, a generation of today's journalists learned the ins and outs of their profession while munching on the cookies and fruit he brought to

Much loved journalism professor was "one of Canada's premier columnists"

every class. And they suffered through his penchant for taking their pictures, too. McGillivray was forever aiming his Polaroid camera and clicking. In the classroom, the photos helped him remember names.

When he snapped away at work, however, his intentions were not so high minded. He fashioned a wall of shame outside his office with his candid photos. No visitor failed to notice it.

McGillivray began his reporting career in 1951 at the *Regina Leader Post*, but found his journalistic home at Southam in 1955 when he joined the *Winnipeg Tribune*. From there, he started on a track that led him to Southam bureaus in Ottawa, Washington and London. After his time abroad, he moved to the *Edmonton Journal*, then returned east to become editor of the *Financial Times of Canada* in 1972.

He re-joined the Ottawa bureau of Southam News in 1975 and remained there, writing his business column, adding a twice-weekly political column and a weekly column on language called Lingo, until his retirement in 1992.

McGillivray's was only a nominal retirement. He continued to come to work almost every day until 1997 when the symptoms of Progressive Supranuclear Palsy, the Parkinson's-like disease that killed him, became too bad.

McGillivray, 76, died in hospital in Victoria, British Columbia, on June 24, 2003. He is survived by his children, Murray, Peigi Ann, Neil and Fionna.

Aileen McCabe, BJ/71, is a correspondent with Southam News. Reprinted with permission of CanWest News Service.

Contributions to the Don McGillivray Scholarship Fund may be directed to:

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1125 Colonel By Drive, Ottawa, ON, K1S 5B6

For more information, please contact Elizabeth DiSabato at (613) 520-3636 or elizabeth_disabato@carleton.ca.

Paying tribute

Many of Don McGillivray's friends shared their memories about the legendary columnist and mentor at a memorial service in June. As a result of this outpouring of affection and respect, a collection of stories about Don McGillivray will be published by Formorian Press this fall.

Erin Scullion and Douglas McKercher, BA/68, are working on the non-profit publication, which will be released at an event in Ottawa on October 19, 2003. For more information, email donsparty@sympatico.ca.

Higher learning

An examination of specialized research versus university teaching

By Cindy Robinson

Like many Canadian universities, Carleton considers research to be an integral component of the institution's identity. But has the expansion of research activities outstripped the significance of providing undergraduate students with a well-rounded education experience? *Carleton University Magazine* recently spoke with two academics to find out.

Dr. Allan Tupper is concerned about the type and quality of education Canadian undergraduate students are getting. The co-author of *No Place to Learn: Why Universities Aren't Working* — a thought-provoking book in which he argues that Canadian universities place too much emphasis on specialized research and too little on teaching undergraduate students — Tupper says that post-secondary education is in a state of crisis.



Dr. Allan Tupper, formerly a political science professor at the University of Alberta, is now the associate vice-president, government relations, at the University of British Columbia.

"I don't think that anyone is really debating the point that undergraduate programs have been allowed to atrophy in many universities for a considerable period of time," he says. "Some will clearly disagree with why that has been the case and what should be done about it, but I think the basic premise is not really being challenged by anybody."

According to Tupper, BA/70, DPA/71, MA/72, universities are failing Canada's undergraduate student body because the current system rewards research findings more than the role of instructing and imparting knowledge in the classroom.

"Whether we want it or not, research will become more and more specialized. Researchers come to a more focused problem because many aspects of the broader problems have already been addressed," he asserts. "But also, Carleton's experience with our students shows that they would like to see a very senior, high-calibre research professor in front of them."

Tupper is skeptical about the type of professor being placed in front of the undergraduate student body in Canada. He argues that inexperienced teaching assistants shoulder more of the undergraduate course load than the experienced, high-

"... it is not impossible to find good researchers who are also good teachers at the same time."

— Dr. Feridun Hamdullahpur

"The larger point is that university research has become far too narrow," he says. "The undergraduate student is best served by professors who think broadly about their fields, about how things interconnect, about the larger issues in the field of study, not by professors who are very consumed by their own ongoing research that is very specialized."

Carleton's vice-president (research and international), Dr. Feridun Hamdullahpur, argues that highly specialized research is necessary and unavoidable, and that it actually enhances the undergraduate experience.

calibre professor Hamdullahpur cites. In fact, Tupper's findings suggest that many professors are asking for reduced teaching loads in order to focus more on research.

"Canadian universities are doing an inadequate job of getting the proper professors in front of the students. The place you want to put your top talent is in the first and second year classrooms. Not enough thought goes into who teaches undergraduate classes, and what their skills are."

The difficulty in improving undergraduate education, Tupper says, is a nation-wide university system that promotes professors

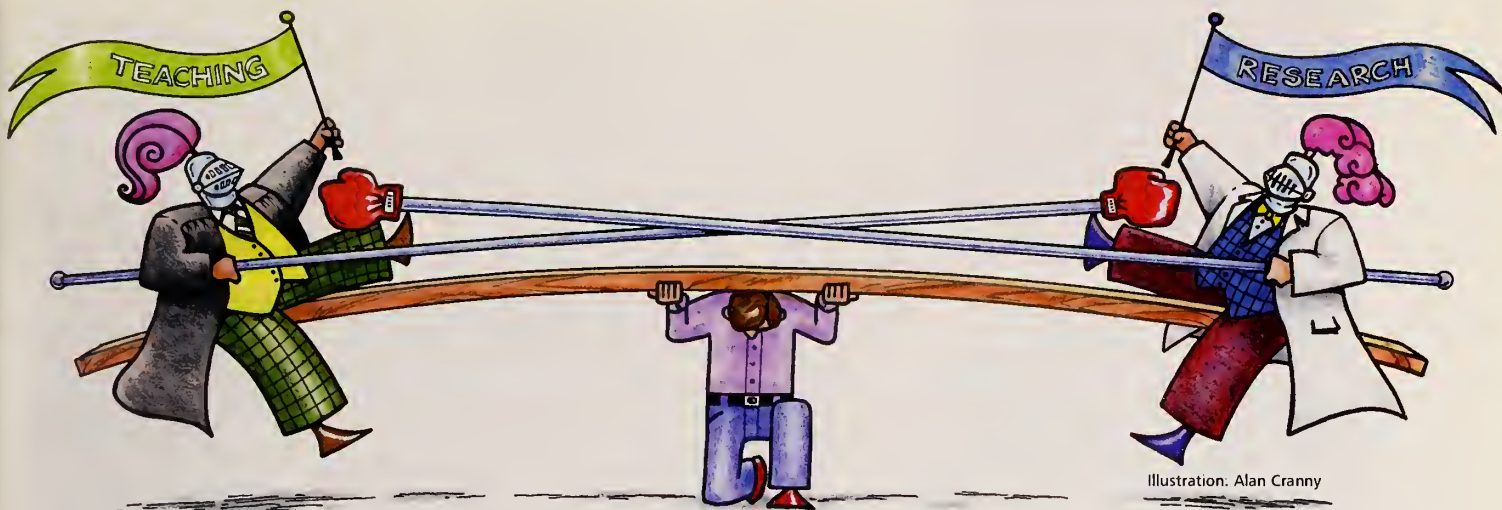


Illustration: Alan Cranny

and disburses perks, such as travel allowances, based on research findings rather than teaching performance. Though Hamdullahpur agrees that “undergraduate education at Canadian universities has its own problems and challenges,” he claims these are a result of chronic under-funding, not an institutional focus on research.

“Canadian universities are doing an inadequate job of getting the proper professors in front of the students.”

— Dr. Allan Tupper

“If you take research out of the equation totally, you will still see crowded classrooms, you will probably find fewer qualified teachers, and you will probably see that the reason this has happened is purely because of the financial considerations which are influenced by the provincial governments,” he says.

Indeed, the base budget, or per-student funding that provincial governments pro-

vide to Canada’s universities hasn’t kept pace with the cost of university education. Special research funding provided through partnerships with the government and private businesses are necessary to attract and maintain the best professors, and boost the university’s bottom line, says Hamdullahpur.

“Carleton has 28 research chairs through the Natural Sciences and Engineering Research Council of Canada and the Canada Research Chairs, and these 28 people carry a half teaching load. But I wouldn’t have these 28 people had the research funding not been available. In terms of availability and the professors that we have, research is definitely helping.”

Despite their differences in opinion, Tupper and Hamdullahpur do agree on many of the fundamental questions, such as the importance of scholarly work, and the significant impact university research can have on the Canadian economy. But how can Canadian universities grapple with the multiple priorities of providing a strong undergraduate education, and attracting the best professors, while allowing professors to focus on research?

“We need to re-establish a better balance between the undergraduate experience and other university functions,” says Tupper. “Of course, the balance can be rectified and new priorities can be established.”

Hamdullahpur is equally optimistic about the future of undergraduate education and the roles research and teaching play in the university setting.

“I think the challenge of the 21st century university is to be able to recruit and retain the best students and the best professors, and to be able to do that, I think we need to be very strong in research,” he says. “Teaching is not a trivial exercise. It’s a huge responsibility and it’s a huge undertaking. But I believe that it is not impossible to find good researchers who are also good teachers at the same time.”

Photo: Tony Foutse Photography



Dr. Feridun Hamdullahpur, vice-president (research and international)

Join the debate

Q Do Canadian universities place too much emphasis on specialized research?



Enter your vote online and express your opinion on this question at magazine.carleton.ca.

Brand new



Photo: Valberg Imaging

Bringing Carleton's success story to the world are, from left, Caroline Mitchell, BCom/81, vice-president, client services, with Hewson Bridge and Smith; the ever-popular Rodney the Raven; Cindy Boucher, Carleton's vice-president (advancement); third-year criminology student Deana Turcas; Sharon Regan, assistant professor of biology; Gerard Buss, BA/73, president of the Carleton University Alumni Association; and Osvaldo Jeanty, most valuable player of the national championship-winning Raven's basketball team.



Carleton
UNIVERSITY

Canada's Capital University

"Sell well what you have to tell" is the guiding rule of marketing. Done effectively, it can result in steadily rising vital signs such as enrolment, reputation and research funding. Carleton is among a growing number of Canadian universities who are competing for the best and the brightest students, and private support by trademarking their story.

brand, *noun*: a distinct name or symbol which identifies a seller's goods and differentiates them from other competitors; the impression of a product in the minds of potential users or consumers; the general or popular conception of a person or thing; a trade or proprietary name

By Emile Groat

The art and science of branding has come a long way since it was used to frustrate cattle rustlers. (Although, believe it or not, some urban youths have started to rent out personal skin space for the tattooing of corporate logos.) Simply put, branding is a cogent, concise way of helping people make up their minds.

Several of the more indelible brands will pop up from the subconscious at the mention of sports or clothing or motorcycles, but branding and universities in the same sentence is a relatively new idea. It started south of here, and crossed the border in a minor way when talismans such as the Queen's jacket and the X-ring of St. Francis Xavier appeared. Until now though, few other Canadian universities have gone as far with the concept as Carleton.

After undergoing several years of academic renewal under the leadership of Carleton graduate and former professor Richard Van Loon, the university appointed Lucinda (Cindy) Boucher, BA/75, as its first vice-president (advancement), to further expand the university's profile, external presence and alumni pride. As Boucher explains, Carleton's brand wagon really started rolling when she arrived in 2001.

"We had our work cut out for us," says Boucher, noting that the university did not have a fully developed communications strategy or a positioning statement. "Going into the process, I knew that the fundamental effectiveness of our strategy would be rooted in its simplicity — simple and executable concepts would direct our plan to enhance Carleton's pre-existing positive image and reputation."

Boucher's strategy would flow from the research she conducted with

community leaders, deans, senior executives, members of the board of governors and president's advisory councils across the country in the fall and winter of 2001. Then last year, Boucher commissioned Genesis Research to carry out the university's first major public opinion base line research study.

The results indicated that Carleton had a good reputation among Canadians familiar with the university. Those who were not familiar with Carleton still indicated a neutral to positive image. People unfamiliar

without using the word Ottawa. This was critical for us," she adds. "We purposefully intended to avoid any confusion with the University of Ottawa."

Following approval by the board of governors in August 2002, Carleton went public with the concept. More than 400,000 copies of a special supplement celebrating the university's accomplishments, and highlighting the new brand, were sent to the top flight of influencers across Canada and were distributed inside the national edition of the *Globe and Mail* and in *Carleton University Magazine*.

"Carleton is a remarkable institution and it is our job to make sure everyone knows it."

— Cindy Boucher

with the school, however, could not pinpoint Carleton's location. Based on the research and focus group testing, Carleton decided to adopt *Canada's Capital University* as its main theme.

The team at Ottawa's Hewson, Bridge and Smith [HBS] expanded and literally capitalized on Boucher's homework. As Don Hewson, the company's eponymous CEO explains, "*Canada's Capital University* gave us an elegant, effective solution to the problem. It removed the geographical fog, and at the same time assigned a value to Carleton."

"The word *capital* has meanings including 'excellent' and 'first rate,' and conveys the image that a student will amass intellectual capital helpful later in life," says Boucher. "It also conveys the meaning that Carleton University is in Canada's capital city





Photo: Valberg Imaging

Cindy Boucher, vice-president (advancement), left, and Caroline Mitchell, BCom/81, HBS vice-president, client services, with examples of Carleton's new branded materials. The clean grid system employs Carleton's colours and features bright red miniature billboards, bold facts and photos.

"Branding is important and it applies to any product or service, including a university."

— Nicolas Papadopoulos

The university is fortunate to have two of the country's leading experts in branding — Louise Heslop and Nicolas Papadopoulos of the Sprott School of Business — who understand the value of a good brand.

"Branding is important," says Papadopoulos, "and it applies to any product or service, including a university. Whether a university likes it or not, a brand name exists. The minute it has a brand name, people will begin to associate something with it. The fact that we have a sys-



Photo: Mike Pinder

Nicolas Papadopoulos

tematic, powerful, graphical approach is good. It means we have a strategy," he says.

By now, staff and faculty, fresh double-cohort students skirting the campus expansion sites on the way to the bookstore, and journalism alumni covering Canadian peacekeepers in Kabul, are aware of the university's new look. A new electronic sign on Bronson Avenue, the shine on the Carleton Web site, and the elegant grid layout of the university's publications are telling adjustments to the university's new image.

The task of continuing to roll out the new Carleton brand in all its details was handed over to Doug Wotherspoon, who joined Carleton last November as director of communications and community relations. His top priority was to introduce the brand to the Carleton community.

"Successful brands rely heavily on word of mouth," says Wotherspoon. "The advancement team has worked exceptionally hard at ensuring students, faculty, staff and alumni have input at every stage of its development. Because of that effort, campus support has been exceptional."

The tale of Canada's Capital University now has a new cover, a few extra chapters, and the message is on the move. As Boucher says, "Carleton is a remarkable institution and it is our job to make sure everyone knows it. The next stage of our strategy is to take our message across the city, country and beyond."

Emile Groat is an Ottawa-based freelance writer who writes about business and marketing trends in the nation's capital.



Online exclusive

Carleton's brand new look has been rolled out in a wide variety of publications, on the Web, in designer clothing, and much more. Now you can meet the hardworking people who are making it all possible. Visit magazine.carleton.ca to meet the advancement team, a group of dedicated employees in the departments of communication and development and alumni at Canada's Capital University.

1 hat trick



Score a great deal with Canada's Capital University



VS.



**November 29, 2003
7:00 p.m.**

Score a Carleton hat trick by watching the **Ottawa Senators** take on the **Toronto Maple Leafs** at the Corel Centre on November 29.

1. You catch a premium game at a great price — discounted just for Carleton alumni, faculty, staff, and students.
2. Your ticket price includes a voluntary \$5 contribution to the Carleton Athletics Bursary Fund — at no extra cost to you.
3. Direct \$20 to student athletes when your donation is matched by the alumni association, then matched AGAIN by the provincial government.

That's a hat trick worth celebrating.

Tickets are available at: <https://secure.ottawasenators.com/tickets/groupoffers/>
username: **carleton**, password: **howweplay**

Sponsored by the Carleton University
Alumni Association and Carleton Athletics.

Tickets must be purchased by **October 31, 2003**.
For more information call 520-4047 or toll-free 1-866-CU-PROUD (1-866-287-7683).

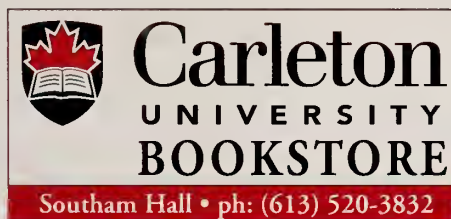


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Campus confidential

Forgotten what it's like to be a student? Take a look into the world of first-year journalism student Robyn Walker. Apart from enrolling in courses and getting to know the campus, Walker is keeping a personal journal about what it's like to be part of Carleton's double cohort.

By Robyn Walker

June 29, 2003

On March 27, 2003, I logged onto Carleton Central before heading off to school and found my acceptance waiting for me. At first I was shocked and thought that maybe I was mistaken, but after reading it a few times, I was convinced. I was going to Carleton.



Robyn Walker

Within five minutes, I was able to formulate my life's plan. I will go to Carleton for my BJ (minoring in biology), take a few photography classes at Algonquin College, then go to the University of New Brunswick for a graduate degree in marine biology. Then, I plan to spend the rest of my working years as a travelling photo-journalist for *National Geographic* where I can cover articles pertaining to the ocean and its inhabitants. I dream big.

July 18, 2003

I got my registration package from Carleton a few days ago. At first, I was very excited. But when I opened it up, I was completely overwhelmed. There was

so much information packed into this tiny little folder that I was expected to read and retain, and it all seemed so complicated! I've signed up for a welcome program, so hopefully they can answer my questions.

August 1, 2003

When I joined my welcome program group, I noticed a familiar face in the crowd. Or rather a familiar backpack. It turns out that one of my friends who I've known since kindergarten is also going into journalism at Carleton. The program was far less intimidating when I realized that I knew somebody there.

The students conducting the lectures were humorous, and I learned a lot about what to expect in the upcoming year. I'm glad that I went on the campus tour, even though I've seen the campus a few times before. The tour guides showed us a typical double residence room in Glengarry House, which wasn't as small as I had imagined. I'm happy to report that I left the campus feeling a lot less nervous about living in residence.

August 5, 2003

I received a phone message from the housing department, saying that I was placed in a single room in Prescott House, the brand new residence! Needless to say, I am pretty happy.

I attempted to register for my courses online today. It took me over three hours to figure out most of them, and even then

Vital statistics

- **Name:** Robyn Walker
- **Age:** 19
- **Graduated from:** Almonte (Ontario) District High School
- **Average:** 91%
- **Favourite movie:** *Romeo and Juliet* (1996 version)
- **Favourite author:** Madeleine L'Engle
- **Pets:** Three dogs, two cats and two turtles
- **Hobbies:** Swimming, canoeing, hiking, writing, photography
- **Long-term goal:** Working for *National Geographic* magazine
- **Of note:** Has a sister, Jennifer Walker, who graduated with honours from the journalism program in 2002.

I didn't understand how to register for biology as it is a restricted course. I tried calling the biology department, then ended up hanging up because I needed to get back to work. It was a very tiring and stressful day, although I was still really happy about getting a single room in Prescott!

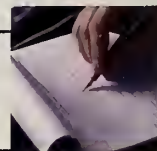
August 11, 2003

I've spent the week emailing and calling different people and thanks to Mike Weber, a lab coordinator in the biology department, I was put on the waiting list for two biology courses. But he told me that I wouldn't find out whether I was accepted until the beginning of September. Then, my wonderful, amazing, intelligent (and did I say wonderful?) sister Jennifer started emailing her former journalism professors to see if she could help me find a loophole. Guess what? She did! I received very helpful emails from Klaus Pohle, the supervisor of undergraduate studies in the school of journalism and communication, and Elizabeth Dwivedi, the school's undergraduate administrator. I found out that the director of the school, Chris Dornan, worked something out with the biology department, and would be able to get me into the courses I want!

A huge weight has been lifted off my shoulders and I finally feel like everything's falling into place for me. I'm really excited about going to Carleton but I'm starting to feel a little nervous too. But I get my own brand new room!



Online exclusive: Interested in reading more? To read Walker's full journal, as well as the journal of first-year computer science student, Kevin Johnstone, visit magazine.carleton.ca.



A perfect storm

Canadian tourism weathers multiple catastrophes

By Peter Johansen

Economic downturn. Terrorism. An unpopular position on war in Iraq. SARS. Mad cow. West Nile virus. An unseasonable summer. Even massive hydro failure.

That all adds up to a "perfect storm" for Canada's tourism industry, says Doug Fyfe, BA/69, the man who heads the Canadian Tourism Commission (CTC), the industry's umbrella group of private and public players.

"This is the worst year anyone has ever seen," Fyfe says.

And he doesn't expect significant recovery until 2005 at best. As the CTC's interim president, he'll play a key role in figuring out how to ensure that happens.

strategy for his \$120-million annual marketing program.

The CTC once focused on image advertising, he explains, and it worked. Foreigners, who make up about one-quarter of Canada's tourist trade, still brand the country as a land of "moose, mountains and Mounties," as he puts it. "We are the great outdoors, a place of natural beauty and friendly people. We're safe and secure."

But while Canada will continue to hammer home that message, he says recovery depends on new strategies too:

- Foreign advertising must diversify Canada's image, to inform tourists of its cosmopolitan side, sophisticated technology and multicultural character. "We need to let people know they can visit the countryside for a day, then return to the city for a martini and gourmet meal."
- Domestic marketing must encourage Canadians, who make up three-quarters of the tourism business, to travel more at home. That means getting them to travel farther, or to substitute foreign trips with domestic ones. Fyfe is convinced people will — once they learn about our wealth of destinations. Example: a recent explosion of top-notch golf courses in Atlantic Canada. "It's not a product issue," he says. "It's a question of promotion."
- Advertising must do more than simply reinforce a national image. Every ad, Fyfe says, must provide customers with an immediate purchasing opportunity, such as booking a hotel room or signing on to a tour package. "The days of sending away for brochures and booking months later — if you ever book at all — are gone."

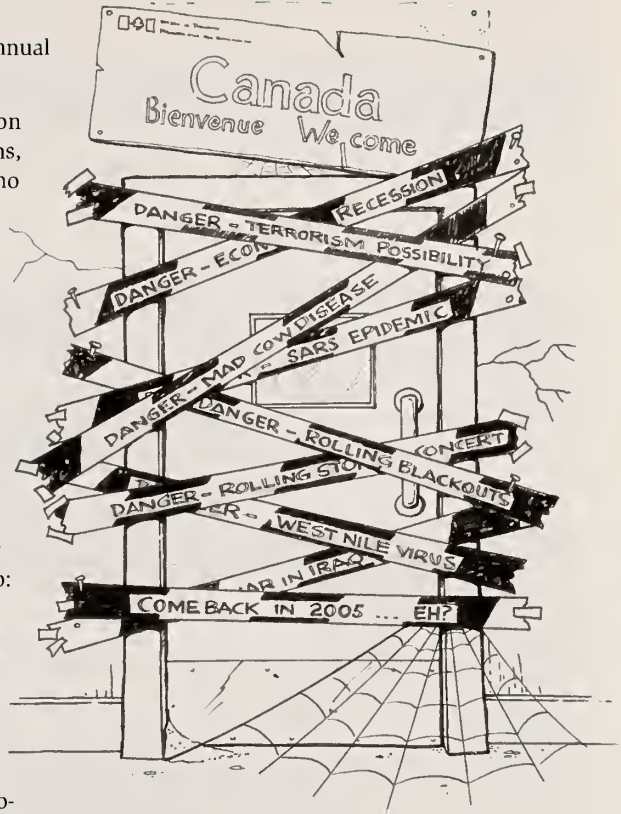


Illustration: Alan Cranny



Doug Fyfe

No doubt his long experience will help. Fyfe joined a predecessor organization, the Canadian government office of tourism, in 1984, and eventually served as the CTC's chief executive from 1995 to 2001, when he thought he had retired for good. (Fyfe was replaced by Carleton graduate Jim Watson, BA/83.) But Fyfe returned last January when Watson stepped down.

"I don't think anyone has the answer," Fyfe admits, when asked how to tackle the tourism slump. But he points to a clear

Fyfe's success is key to Canada's economic well-being. In 2001, tourism jobs topped a half-million, and estimated revenue was \$54.6 billion. Tourism is Canada's fourth largest earner of foreign income.

"It's been a challenge — and an interesting one," he says, crediting the advice he gets from his team of 150 staff, industry committees and his board. "I'm also glad I've had the job before."

And he believes his own sales pitch. Asked about his own holidays, he replies without hesitation: "My wife and I always like discovering a new bed-and-breakfast or a small inn in Ontario or Quebec."

"There's been a huge increase in the number and quality of these," he adds, "and we have to tell people about them. They're world-class, and they're comparatively inexpensive."

Peter Johansen, BA/Hons/69, is an associate professor in the school of journalism and communication.

Virtual revolution

Walk into any building on Carleton's campus and chances are you'll see state-of-the-art gadgets, computer systems and technological infrastructure that are virtually changing campus life. Freelance writer Marlene Orton recently surveyed Carleton's high-tech landscape to find a number of innovative projects that are revolutionizing the academic experience.



Carleton's first interactive virtual tour allows students to visit 20 campus hotspots through 360-degree panoramic images.

Panoramic view

Students leaving home for the first time usually dream about their new life on campus. Now Carleton University has engineered a virtual Web-based campus tour with 20 panoramic videos, allowing newcomers to get a taste of what the university community holds for them before they arrive.

"They are going to be spending the next four years of their lives, and a lot of money here," says Suzanne Jordan, Carleton's recruitment and electronic media officer. "This gives them the opportunity to see what Carleton can offer."

Helmut Kungl of XYZ RGB, the 3-D imaging company that shot the photography, says the tour allows people to visualize the surroundings at a 360-degree sweep. "In a residence room, you can see every part of that room. It's a much more appealing and visually informing experience," says the former Carleton student.

Another dynamic feature of the tour is a day-in-the-life component, which follows five different undergraduates during a regular campus day and evening. It's a great way to discover the campus from a very personal perspective.

The virtual tour scored an impressive 6,658 hits between the official launch date on June 11, 2003, and July 3, 2003, with an average of 218 visitors daily. The show-stopper for visitors is always a tour of the residences, Jordan says.

"No matter how many rooms we show them, they always want to see more." An improved residence site is under construction with more photos, floor layouts, meal plans and pricing in response to the demand, she notes.

To take the virtual tour, visit admissions.carleton.ca/tours/vtour/.

Marlene Orton, BJ/75, is a writer in Casselman, Ontario.



Wireless library

Wireless is hot in high-technology right now. Carleton's MacOdrum Library is testing wireless access in several areas this semester for students, faculty and staff.

The wireless library pilot project will rely on radio signals to transmit data, voice and images. Instead of using the library's computers, students will be able to use laptops to access all library-related resources including catalogue, Web site and other electronic resources.

"We have seen a lot of students coming in with laptops and we suspect they would be very happy to have a service where they do not need to plug in anywhere," says Leslie Firth, assistant librarian, systems.

Wireless technology is already a common element on university campuses across the U.S., says Firth. A number of large



Photo: Gregory Abraszko

The MacOdrum Library has introduced wireless access to enable greater accessibility to all library-related resources.

universities south of the border provide wireless access so students can roam about, laptop in hand, without ever having to plug into anything.

"It's hard for us to know at this point just how much interest there is out there for wireless capacity at Carleton," says Firth, noting that the pilot project will be

closely monitored for traffic before any further plans are made to extend wireless access points in other buildings.

Further details on how Carleton's system will work, along with updates on the progress of the pilot project, can be found at library.carleton.ca/wireless/.

Video streaming

Videocassette tapes are fast going the way of rotary dial telephones. Television newscasts and now university lectures are being streamed across the Internet, and delivered instantly for personal laptop and desktop computer viewing.

Carleton has now slipped into the video stream. After a successful pilot, the university is offering five courses this fall for replay over the Internet.

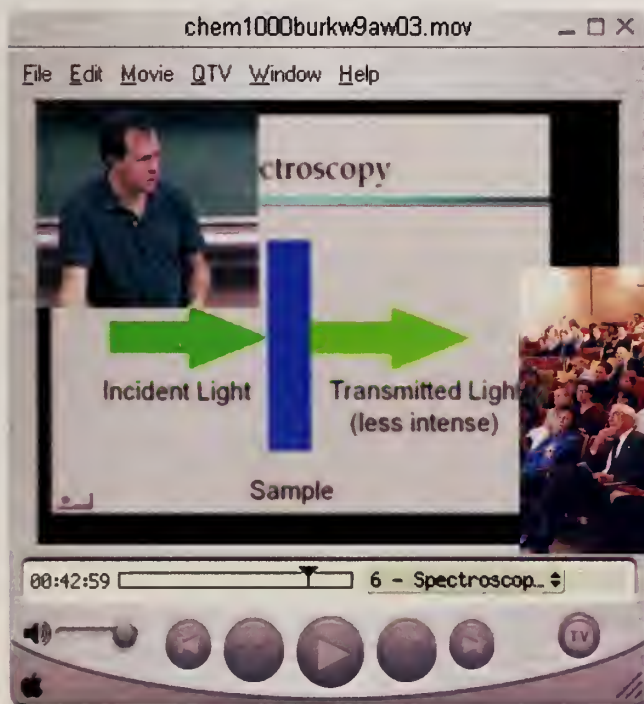
"It's a big deal for Carleton's instructional television network in general and for students in particular," says Patrick Lions, manager of instructional innovation at Carleton's education development centre. "It means there will be another option for students to watch the lectures on their laptops or on their home computers, and anywhere in the world for that matter."

Courses available online this fall include chemistry 1000 and psychology 1000, one of Carleton's largest classes, offered to approximately 1,000 student registrants. The only requirements to play the courses are high-speed Internet access, which is available to students at a special rate through the university, and QuickTime, a free downloadable video software package.

The project was made possible through a unique partnership with Nortel Networks, says Lions. The Ottawa-based telecommunications giant donated the required optical fibre that enables the video-audio streaming to work.

According to Lions, video streaming courses via the Internet is fast and convenient, and may even help students study smarter.

"Lectures can be delivered within 24 hours of a class. Streamed videos are chaptered and lectures have headings so students can jump to any point."



Traditional lecture classes like the one above are now augmented with online streaming video classes. Chemistry 1000, taught by associate professor Bob Burke, upper left, can be downloaded by Carleton students from anywhere in the world.

A masterful campus plan

By Giuliano Tolusso

At first glance, David Dunn, BArch/76, is the archetypal occupant of the vaunted corporate corner office. After all, as the director of integrated workplace strategy for Nortel Networks Real Estate, Dunn oversees the design and construction of the company's manufacturing and research operations around the globe.

However, when the 25-year Nortel veteran is away from the corporate giant, Dunn is at home in Burritts Rapids, 40 kilometres south of Ottawa, where he tends to a pastoral woodland garden, replete with rare plants, shrubs and trees.

Dunn's appreciation for the best of rural and urban design has served him well as a member of the university's campus master plan committee. Formed in January 2003, the committee is reviewing the way the university erects buildings, deals with pedestrian and vehicle flows, public transit, and parking.

"The amazing connectedness of the campus, as a result of the tunnel system, is something that all who have been at Carleton remember," Dunn says. "It's one of the dimensions of the campus that sets it apart from any in Canada. This characteristic will evolve and be improved by the master plan effort."

The committee is also reviewing the relationship between developed and green spaces on campus, Dunn says.

"Carleton is not defined by any one particular building — although there

are some great ones," Dunn notes. "Its green nature, bounded as it is by two bodies of water, is one of its greatest attributes."

Dunn says his career at Nortel has given him special insights into how people work in knowledge environments like Carleton.

"Facilities must support innovation and creativity and take into account the impact of technology in the workplace."

Once consultations on the campus master plan are complete, the new plan will be submitted to the university's board of governors for approval.

When he's not volunteering his expert opinion on the committee, Dunn collects rare plants for the wooded setting adjacent to his home. The Rideau Woodland Ramble and Garden Centre invites visitors to stroll the trails and see unique flora, including hostas, conifers, grasses, magnolias, and a range of trees, shrubs, and perennials.

"It's been a very interesting evolution of a hobby gone crazy."

Giuliano Tolusso, B1/83, is a senior policy analyst with Agriculture and Agri-food Canada in Ottawa.



Photo: Mike Jackson

The campus master plan committee lays out strategies to shape the way the university constructs its buildings, and deals with parking, traffic flows, landscaping and green spaces.



Dunn, above, at his home in Burritts Rapids, has been a member of Carleton's board of governors since 1998.

The Rideau Woodland Ramble and Garden Centre, right, showcases Dunn's passion for rural design.



Still linking to the world

By Erin Sweet

Eleven years ago, a handful of Carleton employees launched National Capital FreeNet (NCF) to provide public access to the Internet.

"It was innovative thinking. Businesses and universities were using email but it was not available to the public. It was a means of reaching out from the university to improve computer and Internet literacy. Public access was unheard of at that time," says NCF executive director John Selwyn, BSc/82.

The idea caught on quickly and demand was so high in the early days that members often dialed numerous times just to get a connection. A lot has changed over the past decade.

The slow analog lines have been replaced with more than 200 digital lines. Members can now surf the Web through high-speed dial-up lines, create their own Web pages, and even use the latest desktop applications on a powerful server. An agreement with the CBC allows the NCF Web site to provide its members with the day's top headlines in French or English.

"FreeNet was innovative and still is," says Selwyn.

The not-for-profit organization relies on volunteers, corporate sponsors and donations to survive. Members are encouraged to donate \$5 per month to cover the cost of their service, and approximately 100 of them volunteer their time each year. Companies donate equipment, hardware and telephone lines, while Carleton provides technical support and donates office facilities and computer room space in Dunton Tower.

Ralph Michaelis, chief information officer at the university, is an enthusiastic supporter of the Carleton-NCF partnership.

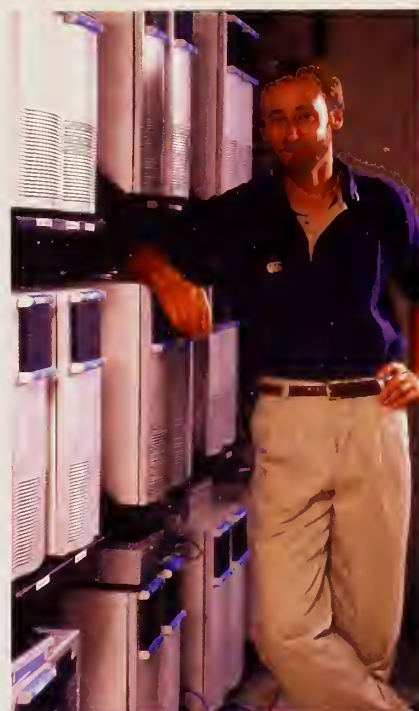
"We are pleased to be able to assist and support National Capital FreeNet as it has helped build and foster community awareness of the Internet. NCF was one of the first simple, low-cost ways of Internet access and yet remains relevant in the Ottawa community."

Selwyn estimates 75,000 people have been introduced to the Internet via NCF, helping make Internet use in Ottawa the highest for any city in Canada. There are currently 8,000 registered members in the Ottawa area.

Selwyn, the former chief executive officer of Ottawa-based CrossKeys Systems Corporation, says joining the NCF eight months ago was the right thing to do.

"It was a natural coming together of my skills in business and telecommunications, and my desire to help make Ottawa a better place," says the father of three. "I have fond memories of Carleton. I love being back at the university because it's such a diverse and stimulating environment."

Erin Sweet, BJ/98, MJ/00, is a writer and editor for the Department of Public Works and Government Services Canada in Gatineau, Quebec.



John Selwyn

Photos: Claudia Salguero



Visit
www.ncf.ca
for more
information.

Celebrating 50 years of contributions to Canadian public life

By Jim Donnelly

When Steve Montague helped found Performance Management Networks in 1987, a consulting company employed mainly by the federal government, he says he relied heavily on lessons learned at Carleton's school of public policy and administration (SPPA).

Montague is one of more than 1,000 SPPA graduates who are being invited to help the school celebrate its 50th anniversary this fall.

"It gave me a lot," he says, adding that the program covered both technical and theoretical aspects. "The strong advantage of the program is its ability to provide a synthesis of the various disciplines within public administration. It gives you a whole myriad of social science perspectives, and provides the tools of management."

Founded in 1953, the school is the oldest program of its kind in Canada, and arguably is the most diverse. It unites three specialized streams — Canadian public administration and policy, international development, and innovation, science and the environment — in a single MA program, and offers the only Canadian PhD in public policy.

50th anniversary events

■ September 30

Professor Janice Stein, director of the University of Toronto's Munk Centre for International Studies, speaks about Canada's ability to cope today and in future with sudden events which have far-reaching impacts for our country

■ October 1

Hugh Segal, president of the Institute for Research on Public Policy, speaks about Canada's future policy challenges in the new millennium

■ October 2

Panel discussion with Manfred Bienefeld, chair, *Coping with Globalization Shock* and Frances Abele, chair, *Future Public Policy Choices for Canada*

■ October 3

Networking lunch for alumni with guest speaker, the Honourable Lucienne Robillard, president of the federal Treasury Board

■ October 4

Alumni golf tournament and dinner with proceeds directed to a 50th anniversary scholarship fund. Purchase your tickets at the Express Counter at carleton.ca/alumni

For more information visit carleton.ca/spa/.

Anniversary celebrations from September 30 to October 3 will feature an alumni networking lunch, a photo exhibit, a golf tournament and several keynote speakers including Hugh Segal, president of the Institute for Research on Public Policy.

"I think it's going to be a huge success," says Arun Thangaraj, president of Carleton's public administration alumni chapter, which is helping organize some of the festivities. "It's such a high-profile event, and we'll be able to re-engage people we haven't spoken with in the recent past."

SPPA director Les Pal says the anniversary marks a coming of age for the school, which granted its first MA in 1955.

"It's the largest program in the country, and it's the only school that combines a fairly strong interest in public policy, or what governments actually do, and public administration, or how they do it."

Professor Bruce Doern, the school's former director and author of *How Ottawa Spends*, an annual financial assessment of the federal government, says the SPPA's strength lies in its diversity.

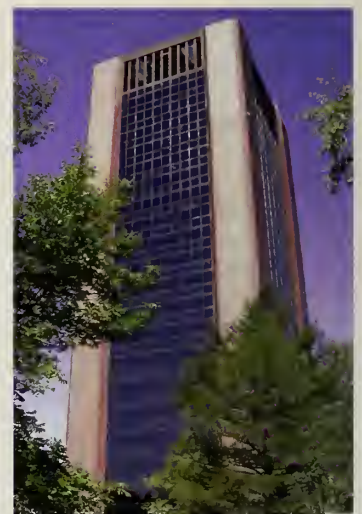
"There's always been a faculty with diverse political views, but they've always respected one another and each other's politics," he says.

Pal agrees, adding that the program's ability to synthesize numerous disciplines have benefited not only its graduates, but the Canadian public service in general.

"We're celebrating 50 years of significant contributions to Canadian public life," he says. "And we've done this first and foremost through our graduates."

For more information visit carleton.ca/spa/.

Jim Donnelly is a master's student in Carleton's school of journalism and communication.



From top: original site of the school of public policy on First Avenue; Davidson Dunton tower, current home of the school; SPPA director, Les Pal.

Photo: Evan Annett

More homes away from home

A record number of students are calling campus home this fall thanks to the addition of Prescott House, Carleton's ninth residence building, which was officially opened at a ceremony on August 28, 2003. The dramatic boost in beds is designed to help house the double cohort contingent, says David Sterritt, director, housing and conference services.

"First-year students with a 77 percent average were automatically offered a residence space," he says, noting that Carleton's total residence space has increased by 52 percent since 2000, and now boasts 2,600 beds.

Prescott House contains 100 single-gender suites, each featuring four single bedrooms or two double bedrooms. Suite residents will share bathroom facilities, meal preparation and eating areas. They will also choose one of five meal plan options for the main residence cafeteria.

Many of this year's students are younger than usual, so making more residence spots available helps alleviate some of the first-year anxiety these students and their parents are experiencing, Sterritt says.

"Residence provides a structured environment that parents and students see as being desirable," he says. "They feel a lot more secure if they know that they're going to live on campus, they don't have to take two buses, and they don't have to walk home in a raging blizzard."

David Sterritt, centre, leads a tour of the new Prescott House after the opening ceremony.



Teen prodigy picks Carleton

By Ryan Davies

Ahmed Ismail is not like any other first-year student at Carleton.

For the last few years, the teen has been taking courses online from Stanford University — mathematics and physics courses, mostly, as pre-cursors to the honours math and physics program he's enrolled in at Carleton.

Ismail is also unlike any other freshman because of his age. He's only 15 years old. He took Stanford courses because the rest of his high school courses simply weren't challenging enough.

"I looked at the courses I had been taking in high school," Ismail says. "There really wasn't much more in science. All of my courses were senior except gym."

Rather than waiting to finish high school, Ismail and his family began looking for a university. And for a lot of reasons, Carleton was the obvious choice.

"Carleton was the one university that was so flexible and took him the way he

was," says his mother, Sarwat, noting that the university is granting him credit for his Stanford courses, making him the youngest transfer student in the university's history. "I felt very comfortable with him going there," she adds.

That comfort might stem from the fact that a very strong family connection exists on campus. His mother studied biology for two years at Carleton before moving on to pursue a medical degree. The boy's uncle acquired bachelor's and master's degrees in engineering and his grandfather was a professor in the physics department in the 1970s. Plus, his grandmother worked in the department of continuing education for many years until her retirement in 1995.

"The atmosphere there is just wonderful," says his mother. His grandmother, Sikander, agrees. "I'm sure he will have a very good time there."

How well can a 15-year-old fit in on campus? Ismail's not worried — a lot of people think he's older, he says, noting that he's big for his age. But he is concerned



Ahmed Ismail

Photo: Bruno Schlumberger, Ottawa Citizen

about getting to campus from his home in Nepean.

"Maybe I could take the bus by myself for the first time. My mom doesn't let me do that yet."

CUAG Web site beats stiff competition

By Andrea Douglas

It's smart. It's elegant. And it's an award winner.

The Carleton University Art Gallery (CUAG) Web site captured the prestigious Gallery Web site of 2002 award from the Ontario Association of Art Galleries in July.

Acting curator Sandra Dyck couldn't be more proud.

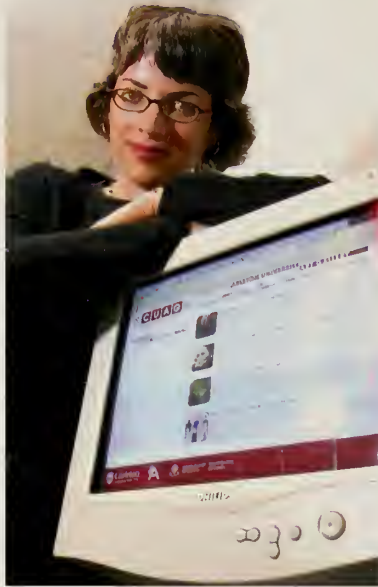
"I feel like we're the little engine that could," she says.

The award is indeed an impressive feat considering that more than 170 Ontario galleries entered the competition, and that last year's winner was the biggest engine of all, Toronto's Art Gallery of Ontario.

CUAG commissioned Web designer Patrick Côté to create the new and improved look for the site along with a logo commemorating the gallery's 10th anniversary. Côté aimed for a current and elegant look, and a navigation design that allowed for maximum accessibility.

"The award is a great honour," says Côté, "especially considering the competition and past recipients."

Carleton began an official art collection in the mid-1960s, but the real genesis



Sandra Dyck with CUAG Web site.

of CUAG came in 1984, when Frances Barwick made a substantial donation and bequeathed 57 important works including paintings by Emily Carr, A.Y. Jackson, Arthur Lismer and David Milne. The collection includes more than 25,000 pieces today.

Visit the award-winning CUAG Web site at carleton.ca/gallery.

Andrea Douglas is a freelance writer in Ottawa.

Something special on the menu

It's got fresh food made to order, a diverse menu, vegetarian and halal options, modern furniture and window treatments.

No, it's not a hip new upscale restaurant in Ottawa's Byward Market, but the brand new dining hall in Carleton's residence commons. A new food supplier, Aramark, has been enlisted to change the hall and servery into a state-of-the-art dining experience.

"Faced with the double cohort, more students, and a facility desperately calling for an upgrade, we needed something new and bold," says Ed Kane, director, university services. Carleton chose Aramark, he says, because they provide an innovative dining concept — a recruiting advantage for health-conscious students.

"This new concept increases the dining hall's seating capacity to close to 900, and delivers what our students have told us they want most of all — fresh food," he says.

Diners can now select from nine stations, each with a different menu, notes Kane. Food will be individually prepared and garnished, and everything is freshly made to order. The \$2-million facelift also includes new furnishings, wall coverings and flooring.



Photo: Claudia Saquero

Quad renovation

The large square expanse of natural space located at the heart of the academic precinct — known affectionately as the quad — has always been a popular meeting area for students, faculty and staff. A recent makeover by landscape architects Corush, Sutherland, Wright Ltd., has given the quad a new look while maintaining its original goal to serve as a hub of social activity.

"After public consultations with alumni, staff, faculty and students, the architects focused on maintaining the quad's natural green spaces and existing trees while increasing its functionality," says Darryl Boyce, director of physical plant. "A plaza space has been created to facilitate small gatherings, and new picnic benches have been added to enhance its usability for casual lunches and study."

Another positive feature is the addition of a ramp for tunnel access as well as new windows to bring more light into the tunnel junction.



The quad, under construction in 2003.



The original quad, circa 1959.



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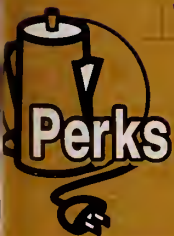


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For the first time ever, alumni get a discount on varsity season basketball tickets.
See page 28 for full story!

Manley's our man

By Ryan Davies

In recognition of his contributions to public service, the Carleton University Alumni Association (CUAA) is honouring John Manley, Deputy Prime Minister of Canada, with the 2003 A.D. Dunton Alumni Award of Distinction, Carleton's highest alumni honour.

"It's a great privilege to be honoured by my alma mater. I look back at my years at Carleton with many fond memories," says Manley, BA/71.

The award is given annually to a graduate of the university in recognition of outstanding achievement or contribution in any field of endeavor. According to Gerard Buss, CUAA president, Manley has certainly met that criteria.

"Like all of our past winners — the captains of industry, the renowned journalists, the selfless volunteers — Mr. Manley has an outstanding background. We're proud to place him alongside the other distinguished Carleton alumni who have been recognized with this prestigious award," says Buss. A plaque in Manley's honour has also been added to the Alumni Wall of Fame located on the fourth floor in the University Centre.

You would be hard-pressed to find a more accomplished or varied resumé. In 15 years, Manley has risen to the second-highest position in government — Deputy Prime Minister of Canada. Along the way, he's worked in many crucial portfolios, including industry, foreign affairs, infrastructure and finance, spearheading important federal pro-



Photo: Mike Pinder

In 1996, John Manley, a long-time Carleton supporter, volunteered as a campaign cabinet member for the university's highly successful Capital Campaign.

grams at each stop. All this comes after a career as a tax lawyer and a stint as the youngest-ever chairman of the Ottawa-Carleton Board of Trade.

His days on campus, Manley suggests, are a key component of what he's achieved a little further up the Rideau Canal.

"My parents instilled in me the importance of education and public service. At Carleton, I listened and I learned. A good education made all the difference for me."

Manley will accept the award and share his thoughts on success at the inaugural Ottawa Branch Leadership Luncheon on October 22, 2003. The event is the first in a series of luncheon seminars featuring prominent community leaders, sponsored by CUAA.

The A.D. Dunton Alumni Award of Distinction is named in memory of Carleton's fourth president who served the university from 1958 – 1972. Previous winners include Trina McQueen, BJ/64, a trailblazing journalist and former executive vice-president of CTV, Angus Reid, PhD/74, former president of a renowned consulting and polling group, and Barry Hobin, BArch/74, a prominent Canadian architect.

October
22



Join Deputy Prime Minister John Manley, BA/71, and other Carleton alumni for the inaugural Ottawa Branch Leadership Luncheon.

Rideau Club, 99 Bank St., Ottawa. Buy your tickets online NOW at the Express Counter at carleton.ca/alumni.

Rising star launches fall season

By Ryan Davies

It's been said that Julie Nesrallah's voice can lift hearts and spirits. But who knew it could move rain clouds too?

The soaring voice of the rising opera star held the rain away long enough for Nesrallah, BA/95, to join approximately 40 Carleton alumni and friends at an exclusive outdoor reception following her performance in Ottawa on August 3 at the Ottawa Chamber Music Festival.

"It was an absolutely fabulous evening," says Joe Belfontaine, BA/00, president of the Ottawa branch of the Carleton University Alumni Association, which hosted the reception.

Nesrallah moved the audience to more than one standing ovation as she performed in five languages, accompanied by Christopher Devlin on piano. Afterwards, she personally thanked Carleton graduates

for coming, and credited her time at the university for her emerging career.

"You see some students come along and they just have a certain flair," says music professor Elaine Keillor. "To see Julie carry off a program of that quality, and pour such theatricality into her performance, really shows the quality of student that the music program is able to produce."

The reception was the first of a new year-round calendar of events that is being planned by the Ottawa branch. The events are varied and wide-ranging and include sporting and family activities, while others are more cultural or community-oriented in theme.

The variety, Belfontaine points out, reflects what Carleton alumni bring to the city. "There are over 35,000 Carleton graduates living in Ottawa," he says. "They contribute so much to the community — from politics to public service to sports — and to the arts, like Julie. It's important to showcase that diversity, and at the same time find new and exciting ways to help graduates reconnect with the university."



Photo: Gila Sperer

Julie Nesrallah, right, at a post-performance reception with her former music professor, Elaine Keillor.

Pins and pride at convocation

By Ryan Davies

It took a lot more than a gun to keep Lawrence Krauss, BScHons/77, from making it to Carleton's spring convocation ceremonies on time.

On June 15, 2003, the internationally renowned physicist was in Ottawa to receive an honorary doctorate before 900 science, engineering and design graduates. But just hours before the ceremony, Krauss stumbled across a jewelry heist in progress at a shopping mall, and had a gun pointed at him by an escaping thief. Fortunately, Krauss overcame the shock in time to deliver a rousing speech, urging graduates to "go out and disturb the universe."

Krauss' experience was the only dangerous wrinkle in Carleton's 121st convo-



cation ceremonies which saw the largest-ever graduating class — 2,621 students — receive degrees in eight different ceremonies. Six outstanding individuals, including Krauss and Bay Street baron, Eric Sprott, BCom/65, were presented with honorary degrees.

A number of alumni volunteers were present at the ceremonies to help the class of 2003 make the transition from student to alumni. On behalf of the Carleton University Alumni Association (CUAA), the volunteers officially welcomed the graduates into the association with a special alumni lapel pin.

"The pin is the graduate's badge of membership," says Gerard Buss, president,



Photo: Mike Pinder

Lawrence Krauss receives an honorary degree as president Richard Van Loon, centre, and chancellor emeritus Arthur Kroeger look on.

CUAA. "Once that degree is in their hands, they become part of our international organization, and the pin is a way to welcome them at the very moment they join."

The new alumni tradition will continue this fall when graduates receive an alumni pin at the university's next convocation ceremonies in November.



Photo: Gregory Abraszko

The boys of commerce

Eric Sprott, fourth from left, hosted more than 40 alumni, friends and family members at a special luncheon following his acceptance of an honorary degree at Carleton's June convocation ceremonies. Sprott, BCom/65, and his former commerce classmates have kept in touch since their graduation 38 years ago.

2003 fall events calendar



Toronto branch

October 1
Toronto Maple Leafs vs. Ottawa Senators
Air Canada Centre

SOLD OUT



Public administration chapter

October 4
50th anniversary golf tournament
Hammond Golf and Country Club

CURBAA

October 4
Alumni basketball game
The Raven's Nest, Carleton University

Women's waterpolo chapter

October 17 - 19
Alumni invitational waterpolo tournament
Carleton University

CURBAA

October 17 - 19
House-Laughton Hoops Classic
The Raven's Nest, Carleton University

English grads society

October 14
Book club
18th floor, Dunton Tower
Carleton University

Carleton University Alumni Association

October 18
Annual General Meeting
Senate Room, 6th floor
Robertson Hall, Carleton University



Ottawa branch

October 22
Leadership luncheon – John Manley
Rideau Club

Bald Ravens society

October 31
Alumni hockey game
R. A. Centre

Edmonton branch

October 29
Mini olympics
Shanks

Canadian studies chapter

November 1
Canadian studies and friends concert
First Baptist Church

English grads society

November 11
Book club
18th floor, Dunton Tower
Carleton University



Commerce chapter

November 13
Commerce society business banquet
National Arts Centre

Winnipeg branch

November 13
Alumni reception
Barca club

Hamilton branch

November 19
Alumni meeting/Karaoke night
The Whistling Walrus

Canadian studies chapter

November 24
Alumni speaker series
2203 Dunton Tower, Carleton University

Toronto branch

November 25
Alumni reception
with David Pecaut
Manulife Financial Building

Edmonton branch

November 28
Holiday cocktail party
MacKenzie Hall, Windsor Park Plaza

Ottawa branch

November 29
Ottawa Senators vs
Toronto Maple Leafs
Corel Centre



English grads society

December 9
Book club
18th floor, Dunton Tower
Carleton University

Visit magazine.carleton.ca/community for more information on the events listed above.

18
alumni
chapters



Photo: Mike Pinder

Reconnect with former friends

Your alumni chapter presidents met this past summer to plan an exciting line-up of fall events that you won't want to miss. Visit the Branch and Chapter News Forum at magazine.carleton.ca/community to get the latest news and event information!

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Soccer super-star

Siopis is *Chatelaine's* woman of influence

Stacey Siopis, an award-winning defensive player on Carleton University's women's soccer team, has been named Carleton's 2003 *Chatelaine* Woman of Influence by *Chatelaine* magazine. The award honours Siopis for her contributions to her school, team and teammates.

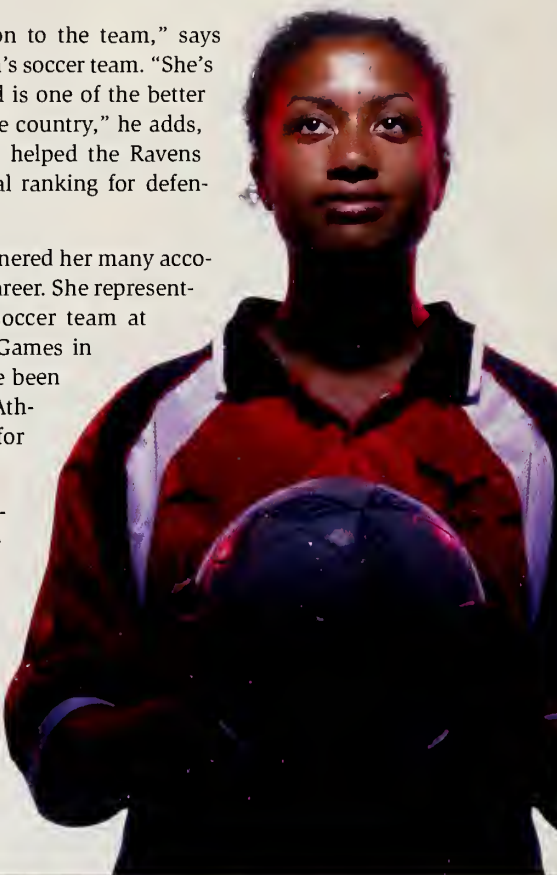
"Stacey's been a great addition to the team," says Andy Nera, coach of the women's soccer team. "She's grown stronger every year, and is one of the better defenders in the league and the country," he adds, noting that Siopis' work ethic helped the Ravens achieve a number one national ranking for defensive play last year.

Siopis' skill on the field has garnered her many accolades throughout her athletic career. She represented Canada on the women's soccer team at the student World University Games in Korea in August, and has twice been named an Ontario University Athletics East first-team all-star for excellent play on defense.

According to Nera, Siopis' leadership is evident every time she's on the field.

"Stacey is a very aggressive and physical player, and she brings that extra edge to the team, which brings the play to another level."

Siopis will accept her award at a ceremony in Toronto on November 20.



Tickets, please!

They were already the best sports deal in the city, but season tickets for varsity men's and women's basketball just got even more affordable for Carleton alumni. Grads can now catch all home games for either team for only \$40 — that's \$10 off the regular season ticket price.

"Alumni have always been big fans of Ravens basketball," says Nancy Lewis, director, alumni services. "This gives our grads even more incentive to come out and cheer the teams on."

Plus, the innovative ticket program gives alumni the chance to support Carleton athletes off the court, adds Lewis.

"Alumni will have the option of donating \$5 of the purchase price to an athletic bursary," she says. "A matching gift through the Ontario Student Opportunity Trust Fund will then see each \$5 donation instantly become \$10. So, this new program is a great way to reward athletic excellence at Carleton, and have a lot of fun at the same time," she says.

The 2003 season will be the last in the Raven's Nest. Next year, the basketball teams will be playing in front of approximately 1,900 spectators — double the number the current gymnasium allows — in the new Alumni Hall and Sports Centre.

Season tickets are available by calling athletics at (613) 520-4480.

2003

House-Laughton Hoops Classic



Ravens defend their Hoops Classic title

Come cheer on the men's basketball team as they defend their Hoops Classic championship title October 17 – 19, 2003, at the Raven's Nest. Visit carleton.ca/athletics for more information.

Sports notes



Scholarship winner

Paul Larmand, above, a senior forward on the Ravens basketball team, received the 2003 – 2004 Pat O'Brien Memorial Scholarship at the second annual golf tournament to commemorate the life of alumnus Pat O'Brien. Attended by more than 160 golfers, alumni, and family members of O'Brien, the tournament has raised more than \$100,000 for a memorial scholarship in O'Brien's name. Donations to the scholarship can be made online at the Express Counter at carleton.ca/alumni.



World-class teammates

(From left to right) Ravens soccer players Kwesi Loney, Stacey Siopis and Asta Wallace were chosen to represent Canada at the 2003 World University Games in Korea in August. Carleton also sent two other student athletes to the games. Ravens players Rob Smart and Josh Poirier led the Canadian men's basketball team to defeat China in a tense match-up to capture a bronze medal.

Pan-Am-azing

Second year Carleton history student Ian Mortimer won a bronze medal in canoeing at the Pan-American games in August. Mortimer's bronze helped bring Canada's total medal count to 127, including 29 gold, 56 silver and 42 bronze. In all, Canada sent 421 athletes to the Pan-Am games, which were hosted by Santo Domingo in the Dominican Republic.

Smart player

Rob Smart, the co-captain of Carleton's national championship basketball team, has been named one of Canada's top academic student athletes for 2002 – 2003. The prestigious Canadian Interuniversity Sport award honours Smart for maintaining an A average while leading the Ravens to their first-ever national title in March 2003.

"We are very proud of Rob's accomplishments," says Drew Love, director of physical recreation and athletics at Carleton. "His leadership skills and determination to succeed have spilled over to the entire athletic department."



Photo: Mike Pinder

Rob Smart



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- Squash - six international squash courts
- Great programs - fitness/instructional/aquatics
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- Personal training
- Nutrition and diet planning
- Back care counselling



"During my years here at Carleton I found the energetic and friendly atmosphere within the Physical Recreation Centre helped me keep motivated with my own work-out schedule. Now, with the 50 percent discount offered to new grads, I can't think of a better reason to continue coming to the centre!"

April Alton, B.A. 2002

**Tel: 520-4480 Email: ravens@carleton.ca
carleton.ca/athletics**

Take two, times two

Second phase of provincial government program matches donations to student aid

By Ryan Davies

Looking for a really hot investment tip? Here's a way you can double your money in an instant while investing in a really promising start-up: a Carleton student.

On June 24, 2003, the provincial government launched the second phase of the Ontario Student Opportunity Trust Fund (OSOTF) program. All donations that individuals or corporations make through the program over the next decade will be matched by the provincial government.

"Your gift is going to do twice what it could do," says Sarah Clarke, director, annual giving. "If you've ever considered investing in students in need, this is the time. It's just savvy giving."

And, with the government providing more than \$400 million in matching funds, Carleton and other Ontario universities and colleges will be able to direct \$800 million to students in need.

The provincial government considers OSOTF an investment in the future. In a written statement, Premier Ernie Eves says the program is aimed at providing "a brighter future for our students, a more skilled workforce for Ontario companies and a higher quality of life for all."

Clarke views it that way, too. "Imagine if every student who needs financial assistance could get what they require," she says. "OSOTF can help achieve that."

Clarke is enthusiastic about the second phase of the program, and notes that it is more comprehensive. Along with the bursary component, OSOTF will now match donations made to establish scholarships — an option the first phase didn't allow.

"Whether donors contribute to a bursary or choose to establish a scholarship, the result is the same. We'll be able to help more students succeed in pursuing higher education, and that's what it's all about."

For more information on how you can establish an OSOTF matching scholarship or bursary, please contact Martha Attridge Bufton at (613) 520-2600 ext. 8678.

Painting a brighter future

By Ryan Davies

Gifts to Carleton University come in all shapes and sizes — and sometimes in a variety of colours, too.

That's the case for a recent gift from Dr. Glenda M. Patrick, BA/69, and her husband, professor A.T. Tolley. The couple recently donated their private art collection to the Carleton University Art Gallery (CUAG), allowing students to appreciate the work of significant Canadian and international artists without leaving campus.

"We were pleased to be able to donate the collection to Carleton because of our long association with the university, and also because it ensured that the collection would stay together," says Tolley, former dean of arts from 1969 to 1972.

The impressive collection focuses on contemporary Canadian art from 1950 to the present. Several notable national artists are represented, including Joyce Wieland, John Boyle and Gordon Rayner. International pieces include prints by Marc Chagall, Albrecht Durer and Rembrandt.

"From a curatorial perspective, it would be a fun collection to hang," says Lorraine Pierce-Hull, the art appraiser who viewed the collection on Carleton's behalf. "They've

got some major contemporary Canadian artists that are in their prime, and also some international pieces that round it out."

Michael Bell, director, CUAG, notes that there are several pieces by Caribbean artists — which is unusual in private Canadian collections.

"It's very broad and rich, which makes it an excellent teaching collection."



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carleton.ca

1950s

'59

Eric Mills, BScHons/59, has retired from his position as professor of science at Dalhousie University in Halifax where he currently resides.

1960s

'65

Bob Gray, BCom/65, and his wife Elaine became first-time grandparents when Lindsay Gray Acton was born in February 2001. Bob and Elaine live in Mississauga, Ontario.



Jill Vickers, BAHons/65, has been elected to the Royal Society of Canada. Jill is a professor of political science at Carleton, and resides in Ottawa.

'66

Catherine Goodman, BA/66, MA/72, BAHons/01, has retired after a 27-year career with the Canadian government. She is currently in a master's program at Queen's University in Kingston, where she also resides.

'67

Marlene Chatterton, MSW/67, has been awarded the 2003 distinguished service award by the Saskatchewan Association of Social Workers. Marlene lives in Yorkton, Saskatchewan.

'68

Lorne Rachlis, BScHons/68, has been appointed director of education and secretary of

the board for the Ottawa-Carleton District School Board. His wife **Louise Rachlis, BJ/68**, is the advertising features editor at the *Ottawa Citizen*. The couple resides in Ottawa.

1970s

'71

Stephen Hong Tsui, MEng/71, has been named a member of the Professional Engineers Ontario's order of honour for his efforts to promote the engineering profession to young people. He lives in Windsor, Ontario.

'76

Kenneth McMartin, BEng/76, MEng/81, was recently elected 2003–2004 president of Professional Engineers Ontario, the licensing body for professional engineers in the province. Kenneth is also manager of the civil and environmental engineering laboratories at Carleton, and he resides in Ottawa.



Terry Murray, BJ/76, recently won a silver award for best news coverage at the annual Kenneth R. Wilson Memorial Awards, sponsored by the Canadian Business Press. Terry lives in Toronto where she is clinical editor of the *Medical Post*.

'77

Chris Lawless, BAHons/77, MA/79, has been elected president of the Canadian Association for Business Economics, a national federation of regional business economics associations. Chris is currently chief economist at the British Columbia Investment Corporation in Victoria, B.C., where he also resides.

Barbara Leimsner, BJ/77, MA/83, won first place in the annual reports category at the 2003 International Association of Business Communicators awards competition, Ottawa chapter. Barbara works for Canada Post in Ottawa where she also resides.

'79

Peter Larock, BJ/79, received a distinguished service award this June at the annual awards gala of the International Association of Business Communicators, Ottawa chapter. Peter teaches public relations at Algonquin College and resides in Ottawa.

1980s

'80

Peter Bradley, BA/80, has recently become an advanced toastmaster through the Toastmasters International program. Peter now writes computer software for the federal government in Ottawa, where he resides.



Randy Richmond, BJ/80, took top spot for feature writing at the western Ontario newspaper awards ceremony in May. Randy was also runner-up for journalist of the year, and was part of a team that took a runner-up award for spot news writing. Randy makes his home in London, Ontario, where he writes for the *London Free Press*.

'81

Graham Green, BJ/81, has been appointed editorial pages editor for the *Ottawa Citizen*. He resides in Ottawa.

An officer and a mentor

When Inspector Dale Sheehan, BA/83, heard about Carleton University's mentorship program, he knew he wanted to get involved.

"The mentorship program is my opportunity to give something back to Carleton," says the Royal Canadian Mounted Police (RCMP) officer. "This program is all about assisting our students and developing a networking connection with our future leaders."



Run by Student Life Services, the mentorship program allows students to conduct interviews with volunteer mentors who work in a chosen field in order to gain experiential knowledge of specific occupations.

Inspector Dale Sheehan

Currently stationed at the RCMP training academy in Regina, Saskatchewan, Sheehan has assisted several graduates in making the transition from student life to the working world. His personal experience as a Carleton student prompted Sheehan to become a mentor.

"Unless you had a professor with connections in your chosen area, or knew someone who could point you in the right direction, you were on your own," Sheehan recalls.

Sheehan, who has been involved with the program since its inception three years ago, finds the role of mentor to be extremely rewarding.

"Sometimes, it only takes a phone call to answer a question, but it is always appreciated by the students as they really do need someone to guide them. Some very quickly realize that this career may not be for them, but it is better to sit down and speak with someone in that career about their experiences than to go through university and realize you may have taken the wrong program. By being a mentor, you can provide an integral link between university life and the real world."

'82

Leslie Papp, BJ/82, and other staffers at the *Toronto Star* won the prestigious Michener Award in 2003 for a controversial series on racial profiling by the Toronto police department. Leslie, who lives in Toronto, edited the series.

Laura Robin, BJ/82, received a first-place award for staff newspaper writing from the Canadian Tourism Commission in Ottawa, where she also resides. The award-winning article ran in the *Ottawa Citizen*, where Laura is the editor of the travel section.

'84

Guy Levac, BJ/84, passed the International Association of Business Communicator's accreditation exam this year. Guy is the communications head for the Archdiocese of Ottawa, where he also resides.

'85

Travis Gee, BA/85, BAHons/88, MA/93, PhD/98, has recently been appointed research fellow in the medical school at the University of Queensland. He also works in private practice as a psychologist and consultant. Travis and his partner Kelly were expecting a son in early September. They reside in Kelvin Grove, Australia.

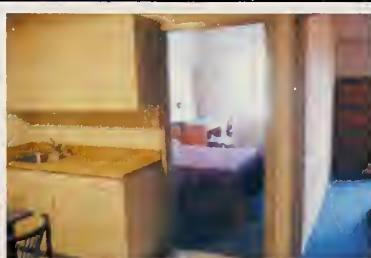
Colin Nicholson, BScHons/85, is attending the Sloan School of Management at the Massachusetts Institute of Technology in Cambridge, Massachusetts, where he currently resides. He is the first Carleton graduate to attend Sloan in more than 10 years.

'86

Peter Mustard, MSc/86, PhD/90, was recently elected to serve a three-year term as councillor of the Geological Association of Canada. Peter is an associate professor in the earth sciences department at Simon Fraser University in Vancouver where he resides.

Evelyn Power, BAHons/86, her husband Brad Reid, BA/84, and their three sons moved from Nova Scotia to Regina, Saskatchewan in 2001. Evelyn is regional director of homelessness programming at Human Resources Development Canada, and Brad is teaching applied police science at the RCMP training academy.

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Michael Burrows, BCom/79

We be jammin'

By Richard Martin

During a recent visit to Ohio State University, Michael Burrows found himself thinking of Carleton.

"It reminded me," he says, "of the 'anything is possible' and invigorating learning environment that Carleton provided."

That anything-is-possible attitude bore fruit in September 2002 when Burrows was appointed president and chief executive officer of the E. D. Smith company. The first non-Smith to hold the position, Burrows credits Carleton with sowing the seeds of his interest in business.

"I recall the camaraderie between the commerce program and law department, where I was the head teaching assistant for Law 220," he recalls.

It all provided strong roots for a successful career. After heading off to Queen's for a master's degree in business administration, Burrows found work with multinationals such as Nabisco and Mattel/Fisher Price, where he grew sales by 40 percent as vice-president of marketing.

His career blossomed at Jane's Family Foods, where he became the president and chief operating officer. The years at Jane's, where sales more than tripled under his leadership, "were filled with great learning and exciting growth opportunities," he says.

Burrows is equally excited about the opportunities at E. D. Smith. "We have an excellent reputation for superior product quality, outstanding customer service, and people who make a difference," he says.

E. D. Smith was founded by Ernest D'Israeli Smith in 1882, and is now the number one jam maker in Canada when private label offerings are included. E. D. Smith is also the number one maker of pie fillings, and the number two maker of ketchup.

The 45-year-old married father of two girls is proud to be associated with a company that's been "selected one of Canada's 50 best managed companies in 2002 for the fourth year in a row."

And, if he ever gets into a jam trying to maintain that high standard, Burrows says he will try bottling the spirit of the "great debates and team project work in the Loeb Lounge, and late nights at Oliver's Pub."

Richard Martin, BAHons/70, BJ/83, teaches English at Algonquin College in Ottawa.

'87

Steve Barban, BCom/87, was honoured at Ottawa's 2003 Forty Under 40 awards gala. Steve works as a financial advisor at Berkshire Securities, and runs a successful Dairy Queen restaurant with his wife Krista. The family lives in Ottawa.

Rick Mofina, BJ/87, was awarded the 2002 Arthur Ellis Award for best crime novel by Crime Writers Canada for his third book, *Blood of Others*. Rick lives in Calgary.

David Schneider, BA/87, BAHons/90, MA/99, has been appointed special assistant to the Honourable D. Ross Fitzpatrick, a member of the Senate of Canada. David lives in Ottawa.

'88

Andy Donovan, BA/88, has moved to the greater Toronto area to become the business development manager of broadcast services at Canada NewsWire. He looks forward to connecting with former classmates in Toronto at alumni events.

Gary Pasternak, BID/88, is president and director of industrial design at LÜR Design Inc., a product design firm in Mississauga, Ontario, where he also resides.

'89

Brent Corbeil, BA/89, and his wife Connie are proud first-time parents of Jackson Myles Corbeil, born May 24, 2002. Brent recently joined CTV's Ottawa affiliate CJOH Television as promotion manager. The happy family lives in Ottawa.

Tim Cumming, BJ/89, has just graduated with a bachelor of education degree from the University of Toronto. He has relocated to Goderich, Ontario, where he plans to teach grades four to 10 this autumn.

Dorothy Soo-Wiens, BA/89, and her husband Woody (Erwin) have moved to Niagara-on-the-Lake, Ontario, with their four daughters, Brianna, Mackenzie, Taylor and Jessica. The family runs the Bayberry Bed and Breakfast, and can be reached at edwiens@sympatico.ca.

1990s

'90

Donna Lindell (Morrison), BJ/90, is pleased to announce her marriage to Andrew Lindell, an emerging Canadian artist, on September 5, 2003. Donna works as the vice-president, corporate communications, of Manulife Financial and volunteers as the president of the Toronto branch of the Carleton University Alumni Association. The happy couple resides in Toronto.

'91

Carolyn Abraham, BJ/91, a medical specialist with the *Globe and Mail*, took top prize for breaking news in all media at the Canadian Science Writers Association awards. She also won the award for medical journalism in print. Caroline resides in Toronto.

Peter Cantelon, BA/91, and his wife Carla are moving to Toronto, where he will complete his master of divinity at Tyndale Seminary. Peter and Carla are the proud parents of Matthew, Caleb and Isabella, and can be reached at cantelon@sympatico.ca.

'92

Hilde Friedl, BA/92, works as a European Union advisor for a research council in Norway, and lives near Oslo. Her friends in Canada can reach her at hfr@rcn.no.

'93

Monique Doyle, BJ/93, recently accepted a position as editor for the technical communications department of EISI, a financial planning software company in Winnipeg. Monique and



Photo: Terri-Ann Priel

Young journalist wins award

Corinne Smith, MJ/03, accepts the prestigious European Union-Canada Young Journalist Award from Mitchell Sharp, former federal Minister of External Affairs, at a ceremony in Ottawa on June 24. Smith won the award, sponsored by the Delegation of the European Commission in Canada, for an article she wrote on trade implications related to genetically modified food products.

her husband Randy Walld recently welcomed their first child, Michael.

Elizabeth Koopman, MSc/93, is the research and technology manager for Canada Customs and Revenue Agency in Mississauga. She recently received the Queen's commemorative Golden Jubilee Medal for her contribution to the agency's scientific research and experimental development program. Elizabeth lives in Oakville, Ontario.

'94

Michael Bates, BAHons/94, and Atsuko Miyata were married on April 13, 2003. The ceremony was performed in Tokyo. The happy couple lives in Japan, where Michael is an English teacher.

Susan Klimchuk (Hill), BAHons/94, and her husband Loren are thrilled to announce the arrival of Lindsay Karelynn on November 22, 2002. The Klimchuks have moved to Edmonton, and would love to hear from old friends at slnklimchuk@shaw.ca.

In memoriam

J. Wilson Eedy, PhD/73
on June 23, 2003*

Donna Lynn Girard, BAHons/77
on March 10, 2003

Joan Haines, BA/59
on December 10, 2002

Lionel Shelby Lancaster, BCom/52
on December 29, 2002

Tom Marshall, MSW/62
on July 8, 2003

Don McGillivray, former faculty
on June 24, 2003*

Basil Mogridge, faculty
on April 18, 2003*

Gerry Shannon, BJ/57
on April 26, 2003*

Carol Shields, PhD/00 (honoris causa)
on July 16, 2003

Dianne Sutcliffe, BEng/86
on September 5, 2002

Ardeth Wood, BAHons/99, MA/01
on August 6, 2003

*obituary available online at
magazine.carleton.ca

A special memory



Carleton University and the family of Ardeth Wood are establishing a memorial fund to commemorate the life and memory of Ardeth, who died tragically on August 6, 2003, at the age of 27. Ardeth was a model student, a devout person and an exceptional citizen who strove to make the world a better place. This fund in her name will be used to support students at Carleton University. Those wishing to make a tax deductible donation to the Ardeth Wood Memorial Fund may do so by contacting:

Elizabeth DiSabato, program officer, awards
elizabeth_disabato@carleton.ca
(613) 520-2600, ext. 8977 or 1-800-461-8972 (toll-free)

Ex Libris

We are pleased to present a listing of recent books written by graduates of Carleton University



Culture of Prejudice: Arguments in Critical Social Science

By Judith Blackwell, BA/65

This innovative book presents strong and provocative arguments on contemporary social issues that will stimulate readers to think critically. The principal theme is that social science is at its best, and most exciting, when it confronts and refutes "cultures of prejudice"—intricate systems of beliefs and attitudes that sustain many forms of social oppression and that are, themselves, sustained by ignorance and fear of the unknown and the unfamiliar.

Broadview Press (Peterborough) 2002; \$29.95;
www.broadviewpress.com

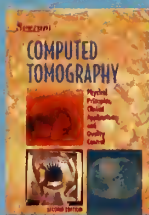


Knocked Off My Knees: Coping When Chronic Illness Hits Hard

By Grace Casselman, BJ/91

Grace Casselman was in the midst of a full life as a successful journalist and a young mother when disease hit—Lupus, including serious muscle inflammation and weakness. This is her story: her losses, despair, soul-searching, and triumphs. Along with that journey, she also offers counsel and comfort for those dealing with serious chronic illness, plus meaningful advice for their families and friends.

Publish America (Baltimore) 2003; \$16.95 (US);
www.publishamerica.com

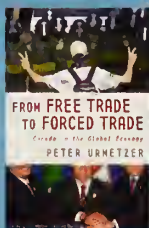


Computed Tomography: Physical Principles, Clinical Applications, and Quality Control

By Euclid Seeram, BSc/75

The second edition of this comprehensive text is dedicated to the subject of computed tomography physics. It includes the very latest in CT principles, applications and technology. Multi-slice CT is discussed in detail, along with coverage of fundamental physical principles, image reconstruction and applications such as 3-D imaging, fluoroscopy, angiography, virtual reality imaging and volume scanning.

British Columbia Institute of Technology (Vancouver) 2000; \$104.00



From Free Trade to Forced Trade: Canada in the Global Economy

By Peter Urmetzer, BAHons/93, MA/94

Free trade amounts to the Big Idea of our time, readily adopted by unimaginative politicians because it provides a simple, even simplistic, prescription for many of the domestic and international problems facing Canada today. Bound to be one of the most controversial books of the season, the book brings much-needed balance to an issue often dominated by exaggerated viewpoints.

Penguin (Toronto) 2003; \$22.00; www.penguin.ca



The Fourth Tablet of Croesus

By George Laidlaw, BScHons/71

In the skies over war-torn Europe, a Lancaster bomber with its crew is fighting for its life. The gunner in the forward turret—an American of German birth—holds a secret so important that he and his country will do anything to find it. And he is now following a plan that will force the Lancaster down into the hands of Hitler's forces. His secret is held inside a spy pencil: the microdots of three tablets from the era of the King of the Lydians, the famous and wealthy Croesus, which will give German historians and archaeologists the location of Croesus' lost fortune and his treasure house of gold.

Double Dragon ebooks (Markham) 2002; www.double-dragon-ebooks.com

Ravi Malhotra, BAHons/94, MA/99, is a doctoral candidate at the University of Toronto law school, as well as a member of the bar. In 2002, he completed his master of laws at Harvard. Ravi lives in Ottawa.

Kim Schulz (Edger), BJ/94, and her husband Kirk Schulz, BA/93, are pleased to announce the arrival of their second daughter, Emma Maria, a sister for Katrina. The family resides in Kelowna, B.C., where Kim is media relations coordinator for Bridges.com and Kirk is store director for Toys 'R' Us.

'95

Jennifer Barber (Inkpen), BJ/95, and her husband Doug were happy to celebrate the first birthday of their son, Samuel Scott Barber. The family resides in Calgary, where Jennifer is a senior writer/editor for a leading global producer and distributor of fertilizers.

Mark Malone, MJ/95, received top honours in the sports-writing category at the Western Ontario Newspaper Awards held in May. Mark lives in Windsor, Ontario.

Ian Robertson, MA/95, and his wife Sian Pitman are happy to announce the birth of their third child, Grace — a sister for Angus and Madeleine. Ian is a portfolio manager with Odium Brown in Vancouver. Contact Ian at irobertson@odlumbrown.com.



'96

Michael Barbour, BAHons/96, and Lisa Best were married on June 28, 2003. The couple will be relocating to Athens, Georgia, where Michael will begin his PhD in instructional technology at the University of Georgia.

Samantha Gileno, BJ/96, and Luke Hutton were married in Mexico on May 7, 2003, as friends, family and mariachis looked on. The couple resides in Los Angeles, California.

Elizabeth Hale, BA/96, recently accepted the position of project officer at the Portrait Gallery of Canada. She lives in Ottawa with her husband Andrew and their son, Robert.

'97

Michelle Bosomworth (Clarke), BJ/97, and her husband Todd Bosomworth, BSc/99, are pleased to introduce their first child, Daniel Clarke William, born August 3, 2001. The family lives in Ottawa, where Michelle is an editor/proofreader for The Conference Board of Canada and Todd is a technologist for Iridian Spectral Technologies.

Danielle Keystone, BAHons/97, was married on November 3, 2002, to Amos Adler. The happy couple resides in Toronto, where Danielle is a lawyer specializing in litigation.

Chris Taylor, MJ/97, was recently named young journalist of the year by the U.S.-based National Association of Real Estate Editors. Chris resides in Manhattan, New York.

'98

Nina Grimes, BCom/98, has been awarded a William S. Smith Certificate of Excellence for her performance on the certified internal auditor examination. Nina earned one of the top five scores on the four-part examination in a field of 18,000 candidates. Nina currently works for Deloitte & Touche in Ottawa.

William Randall, BA/98, was recently presented with the Queen's Golden Jubilee Medal during the annual ceremonial review of 2422 Royal Canadian Army Cadet Corps (Canadian Scottish Regiment). Bill lives in Nanaimo, B.C.

Malcolm Stewart, BEng/98, his wife Cathy, and sister Jillian are thrilled to announce the arrival of Owen Alexander. The family resides in Ottawa, where Malcolm works for Atsana Semi Conductor. Email him at mstewart@atsana.com.

Natashia Thomas, BAHons/98, and **Dylan Thomas, BEng/98**, have relocated to Columbus, Ohio. Dylan is a crash engineer for Honda and Tasha is a prospect research director at Ohio Health.

'99

Patricia Brennan-Alpert, BScHons/99, is part of a team at Natural Resources Canada that won this year's federal public service award of excellence. Patricia lives in Sidney, B.C.

Carol Gravelle (Rynard), BA/99, and **Tim Gravelle, MA/02**, were married in Zephyr, Ontario, on June 14, 2003. The happy couple resides in Toronto, where Carol is a communications officer at the Insurance Bureau of Canada and Tim is a PhD candidate in political science at the University of Toronto.

Making contact

By Ryan Ward

With a provincial election this fall, a municipal election already in full swing, and a federal election expected in 2004, Mike O'Neill is bringing the campaign message directly to the voters with First Contact.

First Contact provides voter contact by telephone, voice messaging and email for candidates and elected politicians at all levels of government, explains O'Neill, BAHons/88.

"I worked on many political campaigns prior to starting the business. I saw the need and offered the solution," says O'Neill.

His list of clients spans federal cabinet ministers to provincial members of parliament to municipal councillors, and caters to their particular needs through direct messaging. These messages range from identifying support to portraying a campaign's main points to getting out to vote on election day.

While a student at Carleton, O'Neill was actively involved in many clubs and societies and is one of the founders of the Carleton University Charity Ball that began operating in 1988.

David MacGillivray, BJ/99, and **Lorri Peterson, BAHons/00**, were married on July 5, 2003, in Ottawa. They flew off to Scotland the following day for their honeymoon. The happy couple will make their home in Ottawa.

Theresa Leong, BEng/00, and **Chadwick Low, BA/97, BAHons/99**, are pleased to announce their marriage on August 16, 2003. Theresa and Chad met while playing in a tennis tournament at Carleton. The couple resides in Toronto where Chad is a school teacher and Theresa is an electrical engineer.

2000s

'00

Karen Hall, BAHons/00, has relocated to Vancouver where she is an office manager for PFI Research Inc., a company that specializes in market research.

Issa Jadon, BA/00, and **Julie Abraham** were married on May 18, 2003, at St. Elias Orthodox Cathedral in Ottawa. The couple will continue to live in the capital. Issa owns Food Frenz, a chain of food stores.

'01

Allison Taylor, BJ/01, received two awards from the Canadian Community Newspaper Association. Allison, who writes for the *Minden Times*, took first place in the historical writing category and second place in feature writing. She resides in Mississauga, Ontario.

Business directory

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Company profile

First Contact — Owner: Mike O'Neill, BAHons/88



Services: a full range of outbound calling and data services for candidates and campaigns, including pre-writ calling, membership recruitment drives, finding sign locations, voter identification, persuasion calling, and more

Contact: info@callfirstcontact.com or www.callfirstcontact.com

O'Neill expects to be very active for the rest of 2003, and hopes to expand operations to the United States in 2004.

"A business provides a tremendous outlet for your energies and creativity and allows you to create something of value for yourself and your clients."

Visit the Carleton Café Business Card Directory at carleton.ca/alumni to find out more about First Contact and other alumni-owned businesses.

Ryan Ward, BA/99, works for the Canada Customs and Revenue Agency in Toronto.

Future alumni

Samuel Scott Barber
March 20, 2002

Jackson Myles Corbeil
May 24, 2002

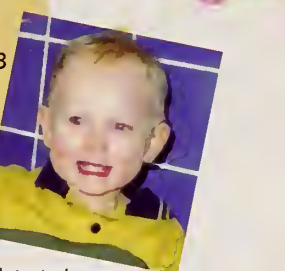
Lindsay Karelynn Klimchuk
November 22, 2002

Emma Maria Schulz²
May 23, 2003

Owen Alexander Stewart
March 7, 2003

Michael Walld³
October 3, 2001

Daniel Clarke William Bosomworth¹
August 3, 2001

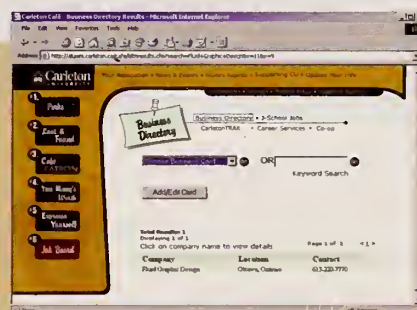


'02

Arianne Matte, BJ/02, had her latest play produced at the 2003 Ottawa Fringe Festival. Arianne lives in Ottawa.

'03

Christie Tucker, MJ/03, has won an award of excellence from the Association for Media and Technology in Education. She lives in Ottawa.



Around the world



By Cindy Robinson

Compassion, curiosity and a lot of patience: though not listed in her job description, Laura Cohen, BAHons/95, MA/97, says these three important attributes allow her to help thousands of international students integrate into university life every year.

Of the more than 1,500 international students who arrive on campus annually, Cohen says many need assistance with housing, culture shock, and finances. As coordinator of the International Student Advisory, Cohen is responsible for helping students with these social, legal, academic and cross-cultural issues.

"Our mission is to provide settlement services, such as our airport welcome program, academic services, and to raise awareness of international issues on campus," she says.

Carleton's international student population spans 120 countries such as Albania, Eritrea, Lebanon, and Nepal. Nearly half of the international student population comes from China. And while such a diverse array of cultures "contributes to the

International Student Advisory
501 University Centre

Hours of operation:
8:30 a.m. – 4:30 p.m.
Monday to Friday

richness" of the university experience, Cohen says that linguistic, cultural and religious challenges can make newcomers to the university feel isolated.

"Moving out of their own community can be very difficult for international students. Sometimes they come here because they need to talk about loneliness and culture shock, which can be very profound," she says.

Cohen has established events such as monthly film nights to provide a social outlet for Carleton's international population. Plus, services such as an English conversation circle, and a proofreading program, answer some of the academic needs her students encounter.

Though she has the difficult task of resolving a variety of personal, legal and academic crises her students experience, Cohen says she wouldn't want to be doing anything else.

"I have the best job on campus."



Photos: Claudia Salguero

Employees in the International Student Advisory: 2

Number of international student applicants to Carleton in 2002: 3,840

Total admitted: 1,584

International students living in residence: 166

Number of countries represented by international students: 120

Number of orientation sessions run annually by the International Student Advisory: 3

Number of students who use the proofreading service: 150

Number of upper-year international students who help with orientation activities: 70

Greatest number of foreign students from one country: 601 (from China)

Number of countries where Carleton alumni can be found: 131

Number of international alumni: 3,301

Number of international alumni association branches: 5 (Hong Kong, Europe, California, Washington and New York)



When Linda's husband died suddenly, she had to get a second job just to keep the house.



FACT: More than 15% of Canadians between the ages of 35 and 55 don't have any life insurance.*

It's 100% of their dependents who are really at risk.

Life insurance is for the living. Your life insurance could be all that stands between your loved ones and a lifetime of need. You see, it's not really insurance ...it's groceries, utility payments, clothes, car maintenance, loan payments, rent or mortgage ...in fact, it's everything that your family depends on you for right now.

FACT: The death rate of Canadians between the ages of 30 and 49 is 5.8 per 1,000.**

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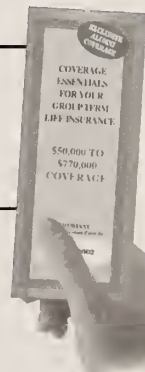
The Manufacturers Life Insurance Company

FACT: In Canada, life insurance represents only 2.4% of household estate planning.***

Life insurance is an affordable way to maintain your family's net worth after your death.

Consider all the payments you make on a monthly basis. Perhaps you have a mortgage, outstanding credit card balances, car loans or student loans. If you passed away and your family cashed in your assets (home, RRSP's and other investments) to pay all you owe, what would be left? Would it be enough to provide them with a suitable lifestyle? Think about it.

Thinking ahead and purchasing insurance could make all the difference for your family's financial security.



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* According to the Canadian Ownership Report, A Benchmark for the 21st Century (2000) by LIMRA International, Canadians aged 35 to 55 have an average of 3.6 times their annual income in life insurance coverage, while Canadians aged 55 to 64 have only 2.4 times their annual income in coverage. 25% of all Canadian households have no life insurance at all, while 16.5% of Canadians aged 35 to 55 do not own any life insurance coverage.

** Statistics Canada, Death 1998 - Report 84F0211XPB.

*** Investor Economics - The Household Balance Sheet Report - 2001 Edition.

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Take a look ... this is a really different kind of card, and we think a better one because it is not pre-packaged. You get to customize your own card, and you pay only for what you choose. Simply select the reward program (AIR MILES®† or Mosaik CashBack®) and the interest rate plan that fit you best. Plus, you can add on special features including concierge service, travel protection and medical coverage if you wish. As your needs evolve, you can change or add features without having to re-apply.

Apply online now at www.bmo.com/mosaik/carleton

Sincerely

Gerard Buss, BA/73
President, Carleton University Alumni Association

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